ONTARIO

TASK FORCE ON THE PORTRAYAL OF RACIAL DIVERSITY IN GOVERNMENT ADVERTISING AND COMMUNICATIONS

REPORT TO THE CABINET
COMMITTEE ON RACE RELATIONS

Ontario

July, 1982

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The Cabinet Office
Task Force on the Portrayal of
Racial Diversity in Government
Advertising and Communications

Parliament Building
Queen's Park
Toronto Ontario
M7A 1A1

July 8, 1982

The Honourable R. Roy McMurtry, Q.C.
Attorney General
Chairman
Cabinet Committee on Race Relations
18 King Street East
18th Floor
Toronto, Ontario
M5C 1C5

Dear Mr. Attorney:

The Task Force on the Portrayal of Racial Diversity in Government Advertising and Communications, having been charged with the responsibility of developing a policy and implementation proposals in regard to racial and ethnic diversity in government advertising and communications, now has the honour to submit to you its findings, conclusions, and recommendations.

Respectfully,

S. Douglas Ewart, Chairman

Mavis E Burke
Mavis E. Burke

G. Campbell McDonald

Mark Nakamura

R. R. Snell

Don Rennie

Enclosure

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I PREFACE

Establishment of the Task Force and its Mandate

The Task Force was established by Cabinet on the recommendation of the Cabinet Committee on Race Relations on January 28, 1981. Its mandate, as set by Cabinet, was to develop a policy and implementation proposals in regard to racial and ethnic diversity in government advertising and communications.

The members of the Task Force were appointed by the Cabinet Committee on Race Relations, which was itself established in 1979. Chaired by the Honourable R. Roy McMurtry, Q.C., Attorney General, the Cabinet Committee is responsible for directing and co-ordinating the government's programs and policies on all matters affecting race relations. In addition to the Attorney General, it includes the Solicitor General and the Ministers of Labour, Education, and Citizenship and Culture.

Although the Cabinet Committee on Race Relations has no staff, its activities are supported by a Staff Working Group, composed of officials of the member ministries and other civil servants who devote a portion of their time to these matters. In August of 1980, near the beginning of its existence, the Staff Working Group identified as one of its priorities the issue of racial diversity in government advertising and communications. Recognizing its need for expert advice on defining the problem and its possible solutions, the Staff Working Group arranged to meet in October, 1980, with G. Campbell McDonald, Executive Co-ordinator, Advertising and Promotion Services Group, Ministry of Industry and Tourism, (now Ministry of Tourism and Recreation), and with Richard Snell, Communications Policy Co-ordinator, Cabinet Office (now Director, Communications Branch, Ministry of Agriculture and Food). At the first of these meetings, Mr. McDonald was accompanied by Henry Ross of Henry R. Ross Consultants; at the second, the Staff Working Group met with Mr. Snell.

Following receipt of information and advice from these three gentlemen (all of whom became involved with the Task Force when it was established, two as members and one as a consultant) the Staff Working Group prepared a detailed proposal for consideration by the Cabinet Committee. That document assessed the need for a government policy on this issue, and proposed a number of models for the development of such a policy. One of these, reflected in the establishment of the Task Force and its mandate, was accepted by the Cabinet Committee, and on its recommendation by Cabinet on January 28, 1981.

The Task Force was originally composed of two members of the Staff Working Group of the Cabinet Committee on Race Relations, J. Douglas Ewart, Director, Policy Development Division, Ministry of the Attorney General (Chairman), and Dr. Mavis Burke, Education Officer, Ministry of Education; plus G. Campbell McDonald, and Richard Snell.

On Dr. Burke assuming the Chairmanship of the Ontario Advisory Council on Multiculturalism and Citizenship in January, 1982, she was replaced on the Task Force by Mark Nakamura, Manager, Race Relations Division, Ontario Human Rights Commission and a member of the Staff Working Group. At the invitation of the Attorney General, Dr. Burke continued to work with the Task Force as an advisor. On Mr. Snell completing his activities in the Cabinet Office and becoming Director of the Communications Branch at the Ministry of Agriculture and Food, he became an advisor to the Task Force. Donald Rennie, who had become Communications Policy Co-ordinator in the Cabinet Office, then joined the Task Force.

Throughout its work, the Task Force had the invaluable assistance of Henry Ross, of Henry R. Ross Consultants, Inc. Mr. Ross has an extensive background in the advertising industry: as former senior vice president of a major Canadian advertising agency acting as resource advisor to the federal and provincial governments on advertising and communications policy; as chairman of the advertising industry's broadcast committee acting as their primary intervener with the federal government on broadcast policy; and as chief negotiator of the existing talent union agreements relating to broadcast advertising. Without his wisdom and guidance, the work of the Task Force would have been much more difficult, and no doubt much less productive.

Rita Citron, Mr. Ross's associate, made a major contribution in the assessment of relevant material and in the writing of Parts IV and V of the report.

Richard Canney, Communications Consultant with the Advertising and Promotions Services Group of the Ministry of Tourism and Recreation attended all of the regular meetings of the Task Force and assisted in the preparation of the final report. Kimberly Kielty and Kate Dillon of the same group contributed their research services.

None of the members of the Task Force relinquished any of their normal duties during the life of the Task Force. Time for work on the Task Force had to be made available from the time allocated to those duties, which inevitably meant that a greal deal of personal time was dedicated to the project. Moreover, the Task Force operated with no staff, relying primarily on the services of the Chairman's secretary, Mary Bruno, who cheerfully and efficiently took a greal deal of additional work to facilitate the activities of the Task Force.

II OVERVIEW OF THE STUDY AND FINDINGS

Every advertisement which uses people conveys one or both of two important messages in addition to the primary message. Those messages are the advertiser's view of the audience to which the advertisement is directed, and of the kinds of individuals ordinarily found in the setting which the advertisement depicts. It is the conclusion of this Task Force that government advertising inevitably conveys both of these secondary messages.

A review of the advertisements and illustrated publications produced by the Ontario government in recent years suggests that government advertisers have been communicating as if Ontario were not the multiracial society that it is. As a result, the government has been conveying incorrect secondary messages. The Task Force has found no indication that this has been a conscious, deliberate policy, but rather believes that this situation has arisen because of inadvertence, custom, and advertising industry practice.

Ontario is home to one of the richest, most extensive, most vibrant endeavours in multiculturalism ever undertaken anywhere in the world. It has been estimated that over 70 languages are spoken daily in Ontario. Throughout this province people of different backgrounds, and different skin colours, are contributing to the well-being of their neighbours, their communities, and their families. No part of Ontario can be expected to remain isolated from this province's multiculturalism policies; even in the more remote areas, exposure to those of different backgrounds will inevitably occur by virtue of the migration of Ontario's residents.

The fact that the advertising and communications of the Ontario government do not reflect this diversity contradicts clear provincial policy and sensible communications goals. The government, in providing information about its programs and policies, wants to communicate with all persons served by those programs and policies. Similarly, in portraying Ontario in its advertisements, the government wants to reflect the true make-up and diversity of our multicultural and multiracial society. Accordingly, the present secondary messages are both inappropriate and counter-productive; they should now be replaced by messages which reflect the government's longstanding and clear commitment to multiculturalism, human rights and equality of opportunity.

This process, although likely to be emulated by some private sector advertisers, must proceed apart from practices in that sector. Rightly or wrongly, and our research suggests wrongly, some private sector advertisers seem to believe that the use of whites in their commercials not only reflects reality, but enhances effectiveness. Whether they believe that visible minorities do not use their products, or believe that visible minorities will identify with white characters, or believe that the larger white market will react adversely to visible minority actors, the result is the same. This is not the place to debate the merits of this private sector practice, but the different significance for government of the resulting secondary messages renders it completely inappropriate for government advertisements.

One of the most important findings of the Task Force is the ease with which the pervasive pattern of excluding visible minorities can be replaced by representative depictions. Advertising agencies have stressed that the advertiser calls the tune; if the government specifies diversity, it can be delivered. Indeed, the Ministries of Health, Education and Energy had found this out even before the Task Force was appointed. Health and Education at least in recent years, have reflected a very broad-based racial diversity in their publications. Energy, after encountering visible minority protests over its conservation campaign, has won strong praise from that community both for recent commercials portraying racial diversity, and for the consultative process by which they were produced.

An equally important finding of the Task Force is that the use of visible minority actors does not diminish the effectiveness of the commercial to a white audience. Nor does it reduce positive feelings by that audience to the commercial, its message, or the actors. Our research in this area confirmed suggestions in the 1971 Elkin Report, in which it was stated that the success of a commercial turned on its mood, rather than the colour of its actors. Significantly, through our use of a Gallup Poll survey, we also found significant support in Ontario for the use of more visible minorities in government advertising, and only very little opposition.

It is important to note that at no time has the Task Force contemplated a policy of diversity which mandates representative depictions of all groups in the province. Indeed, quotas were not requested by any group with which we dealt. Instead, we have directed our attention towards breaking the existing pattern of depicting Ontarians as one homogeneous race; towards the use of actors of all racial backgrounds to symbolize diversity. This concept in which government advertising and communications, taken as a whole over time, reflect the diversity of Ontario, instead of a quota concept applied to each advertisement or series of advertisements, is central to our approach.

In studying the present ability of an advertiser to produce commercials reflecting diversity, we investigated all aspects of the production cycle. This was done because each element in the cycle, if viewed in isolation, could readily point to a barrier elsewhere in the cycle. Thus clients would point the finger at advertising agencies, which would point one finger right back, and another at the casting agents. They in turn would point to covert and overt preferences for white actors on the part of agencies and clients, and would also stress a lack of available minority actors. Talent agencies would say that they didn't keep rosters of minority actors because there was no demand. Minority actors would point to the whole system as discriminating against them, and would suggest problems in obtaining union permits to work. As, perhaps, a last resort, the Ontario Human Rights Commission would be cited as possibly forbidding talent searches directed specifically at visible minorities.

Having dealt with all the elements in this cycle individually, and having brought them all together towards the end of our study, we have concluded that the perceived problems simply disappear when exposed to light. The government, as client, can specify and obtain whatever diversity it wants. Advertising agencies used by the government have in the past effectively used visible minority actors, and can do so now. Casting agents can find such actors; talent agents have some on their rosters now, and will keep more if the demand is there. Trained visible minority actors can be found not only in rosters of professionals, but also in community theatre groups. The Association of Canadian Television and Radio Artists, (ACTRA), has agreed to remove all perceived barriers to visible minorities obtaining employment in commercials; the permit system will be specifically adapted to them. Finally, the Human Rights Commission will co-operate in ensuring that programs directed at recruiting minority actors are not found in breach of the Human Rights Code.

Once it is seen that by making its wishes known the government can begin delivering correct, instead of incorrect, secondary messages, it remains to consider certain potential pitfalls. First, stereotyping must be avoided. This may sound complicated in such a diverse society as ours, but simply by using minority actors to depict ordinary people doing ordinary things, most problems can be avoided. Second, care must be taken not to offend cultural or religious sensibilities. Again this is not complex; if doubts arise, inviting leaders of the minority groups depicted to view the advertisement at an early stage can avert most problems. Finally, it may be feared that the so-called majority will react adversely. Here, we suggest reliance on our research, and that of others, which suggests that this need not be a concern.

Adoption of the proposed policy is thus not only desirable, but also feasible. We feel, however, that the adoption of a new policy would be insufficient to overcome the inertia of decades of government and industry practices. Accordingly, we feel that there is a need for both an ongoing assessment function and an advisory body to ensure that the policy works, and that both community concerns and government commitments are met.

III EXECUTIVE SUMMARY AND RECOMMENDATIONS

Every government advertisement using people necessarily makes a statement about the government's view of the audience to which it is directed, and about the kinds of individuals ordinarily found in the setting which the advertisement depicts.

Up to the present, government advertising has generally conveyed the impression that the government has been communicating as if Ontario were not the multiracial and multicultural society that it is. The conveyance of this message has been unintentional, and has arisen because of inadvertence, custom, and advertising industry practice.

A Cabinet level policy is essential to correct this situation because of the diversified nature of the process by which advertisements are produced, and because of the existing inertia in this area. Such a policy would not represent special treatment, but instead would be a mechanism by which equal treatment, and accurate communications, could be achieved.

Recommendation: The advertising and communications of the Governnment of Ontario and of its agencies, boards, and commissions should portray the racial and ethnic diversity of Ontario.

Recommendation: Diversity should be recognized as the cornerstone of the foregoing policy. Advertisements and communications should symbolize the diversity of Ontario's population without recourse to any kind of quota system intended to give each racial or ethnic group proportional representation.

Recommendation: Diversity should be measured in relation to all government advertising and communications over a given time period. Although each ministry, agency, board and commission is responsible for the implementation of this policy, the goal should be to produce in any given time period advertisements and communications, which, seen as a group, can fairly be said to reflect the diversity that exists in Ontario.

There are no practical barriers to the implementation of this policy. The advertising industry can produce and, if so instructed, will produce effective advertisements and communications using actors who fairly portray the racial and ethnic diversity of Ontario.

There is sufficient visible minority talent available to permit the proposed policy to go into effect immediately. Further, implementation of the policy, by creating work opportunities for visible minority actors, will increase the size of the talent pool.

The union representing actors in Ontario, ACTRA, will actively support and assist in the implementation of the proposed policy.

The advertising agencies, casting agents, and talent agents will co-operate in the implementation of the policy.

Special recruitment programs for visible minority actors designed to implement the proposed policy will not breach the Ontario Human Rights Code.

The visible minority communities support the proposed policy and will work with government in its implementation.

Advertisements and communications using visible minority actors are just as effective as those which do not, and generate no measurable differences in the non-visible-minority viewer's ability to identify with or feel positively about the actors.

There is significant public support in Ontario for the portrayal of racial diversity in government advertising and communications, and only a limited degree of opposition.

Recommendation: Responsibility for implementation of the policy should rest with the senior communicator in each ministry, policy field, board, agency and commission, who at present is responsible for directing the content of advertising and communications. However, measures should be taken to ensure that the proposed policy becomes an integral part of government advertising and communications.

Recommendation: There should be a widespread internal and external publication of the Report and the government's commitment.

Recommendation: The Task Force should be assigned the responsibility of periodically assessing compliance with the policy and of regularly reporting the degree of compliance to the Cabinet Committee on Race Relations.

Recommendation: The Task Force should also be available to provide assistance to ministries in connection with interpretation of the policy. The Task Force should establish an ad hoc committee of knowledgeable community people who can be brought together as needed to assist in finding visible minority actors, avoiding stereotyping, respecting religious and cultural sensibilities, and bridging differences with specific visible minority communities arising out of the implementation of the Report.

Recommendation: Sensitivity towards, and support of, the policy on the portrayal of racial diversity be considered in the context of all performance reviews made of advertising agencies and contract personnel involved in advertising and communications assignments on behalf of the Government of Ontario.

IV BACKGROUND TO THE APPOINTMENT OF THE TASK FORCE

The Elkin Report

The issue of racial diversity in advertising is not a new one, but rather is one that arose in Canada in the late sixties and early seventies. At that time, the subject of discrimination against visible minority performers, especially Blacks, had come to the Ontario Human Rights Commission's attention on a number of occasions. Black performers complained that, because of their colour, they had not had the same opportunity for jobs in mass media advertising as comparable white performers. In 1971 the Ontario Human Rights Commission established a Review Committee, headed by Dr. Frederick Elkin of York University, to prepare a report which could assess current opportunities and future prospects for employment of visible minority groups and present suggestions for future action.

The Elkin Report was based on a series of hearings held in Toronto in early 1971, and summarized briefs and testimonials submitted by a total of 27 parties representing all major groups involved in the portrayal of visible minority groups in mass media advertising. This included performers, talent agents, film production houses, advertising agencies and advertisers.

In addition, the content of mass media was analyzed by a research consulting firm, Daniel Starch Limited. Their survey examined newspaper and magazine advertisements in Ontario, and Canadian television commercials on Toronto networks to determine whether advertising currently reflected the racial diversity of Canada's population and to find out what the prevailing image of this segment of the population was.

Among comments found in the Elkin Report are the following:

> "Advertising is more than a stage in the economic process or device for selling products to consumers or mass entertainment; it is a central institution of our society, one which compares with the family and the school in establishing the basic values of our society - in teaching us and our children what is good and bad, right and wrong, desirable and undesirable."
>
> "...Advertising - along with all the other sources - gives us a picture of the world and country in which we live; it teaches us, among other things, about the social composition of our society."
>
> "...It is evident that there are grounds for complaint by visible minority groups ... As for the image of Canada presented in the Ontario media, it is, without doubt, portrayed as a country populated with whites..."

The report concluded:

> "On the basis of our content analysis of newspapers, magazines, television commercials and the testimony of witnesses, there is little doubt that racial discrimination against visible minority groups occurs in mass

> media advertising. Visible minority groups are judged on their racial characteristics and are not given the same opportunities as are whites. There is little doubt, too, that the image of the Canadian population reflected in Canadian advertisements is biased in the sense that we tend to see a country made up of whites with very few Asians, Indians, Eskimos or Blacks."
>
> "The crucial role then inevitably falls on the advertisers themselves who commission the advertisements and pay the costs and can insist that certain people be, or not be, hired. Insofar as they are ultimately responsible, they also wield power over the talent agencies, production houses and advertising agencies ..."

In addressing the concept of the target profile, the report indicated that marketers were inconsistent in their comments on whether the principle of the target market automatically ruled out the use of visible minority actors in advertising, or whether the colour of performers was not especially important to the Canadian public.

The state of the research data on this subject was addressed in the report by a witness from one of Canada's leading advertising agencies who said:

> "... you know, the research is sketchy, it's not complete, it is not representative of the U.S. as a whole and it is not certainly representative of Canada. But it is a direction anyway. It seems to indicate that if you do a good ad, it doesn't really matter what the colour is of the people in the ad."

The report specifically recommended that the government of Ontario enter into contracts only with those firms and agencies that adhere to the letter and spirit of the Ontario Human Rights Code, and that in the government's own advertising practices make a conscious attempt to portray Canada as a society of diverse ethnic and racial groups.

Report to the Federal Secretary of State

Six years later a study was commissioned by the Secretary of State in order to update the findings of the 1971 Elkin Report. The researchers analyzed the current representation of visible minority groups in mass media advertising in order to determine whether any changes had occurred as a result of Dr. Elkin's recommendation. They also examined whether the changes in composition of Canadian society that had occurred in the intervening years were reflected in the advertising industry. As with the Elkin Report, researchers examined the employment opportunities available to visible minority groups in mass media advertising.

The study, conducted over the period May 20 - June 6, 1977, represents an analysis of advertising over Toronto/Hamilton television channels 5,6,9 and 11, and in catalogues from major stores, national newspapers and magazines and even parts of the ethnic press. Following this data accumulation, further surveys were carried out with major advertising agencies, advertising firms, ACTRA and modelling schools.

The report concluded that the Government of Ontario appeared to be the only institution "to have made an effort, in their own advertising, to portray Canada as a country of diverse racial and ethnic groups and to promote the multicultural aspects of Canadian life."

The report, however, further advised that although the situation may have marginally improved for Blacks, since greater members had registered with modelling agencies and ACTRA, on the whole, minority groups still had little or no representation in mass media advertising. Representation that did exist was still largely stereotypical as in ads for international relief agencies, tourism ads, or charitable organizations.

Upon reviewing these findings, the Secretary of State recommended that the advertising industry bring the proportion of visible minority representation into line with the population distribution; the projection of stereotyped images of visible minority groups be prevented; and the government empower the Human Rights Commission to establish guidelines to reflect the true image of Canada as a multicultural society.

Urban Alliance on Race Relations

In the early part of 1980, various groups started to make public their resentment over what they believed to be the exclusion, misrepresentation and unflattering stereotyping of minority groups in mass media advertising in Canada. The issue was focused directly on Ontario government advertising in August, 1980, when Carol Tator, President of the Urban Alliance on Race Relations, wrote to the Honourable William G. Davis, Premier of Ontario, to express strong concern about the absence of visible minorities in a series of television commercials produced by the Ministry of Energy.

Ms. Tator criticized the Government of Ontario for,

> "practices which fostered a distorted image of the people of this province...(and which) reinforced the idea that one must be an Anglo-Saxon to be an acceptable part of the mainstream Canadian society."
>
> Ms. Tator concluded that,
>
> "the people of Ontario have a right to expect that the Government of Ontario provide a positive role model to private industry by developing commercials which promoted an image of the province as it truly is."

Response by Premier Davis

Premier Davis, in his written response to Ms. Tator, acknowledged her concern as being extremely valid and worthy of being addressed, but added that the issue is "extremely complex and certainly not susceptible to any instant solution."

Premier Davis indicated that he had discussed the issue with those people directly involved in the process of developing government advertising to gain some insights into the problems visible minorities face in obtaining employment as performers in the media. In this regard, he advised Ms. Tator of the commercial agreement the advertising community has with ACTRA which makes it clear the industry must give preference and full support to the professional acting community of Ontario. And since only approximately three percent of actors in the ranks of ACTRA are non-white, the problem of talent selection by advertising agencies is compounded.

Premier Davis expressed the need to expand the available talent pool of visible minority actors and suggested to Ms. Tator that her organization and others allied to it "encourage and help develop those of the ethnic communities who wish to become actors and performers in television commercials."

In conclusion, the Premier stated:

> "I have shared these views with my colleagues in Cabinet. In consideration of your strong concerns which you justifiably expressed, I have asked them to give special attention to this issue in planning their future communications programs. Specifically, each Ministry will henceforth incorporate a step in its creative development review process, whereby those involved in the decision-making stages will give due consideration to the use of visible minorities. In this way, I believe we can systematically work towards improving the employment opportunities for talented, professionally competent non-white actors, actresses and models."

National Black Coalition of Canada (NBCC)

The issue emerged again in September, 1980, when the National Black Coalition of Canada submitted a brief to the Canadian Radio-television and Telecommunications Commisssion (CRTC).

In its brief the NBCC expressed several concerns. Firstly, that although massive changes have occurred in the Canadian population over the last 35 years, the media continues to give the impression that Canada is a totally white Anglo-Saxon nation. Secondly, that this non-portrayal of minorities was highly deleterious to the minds of black school children who, being constantly exposed to the powerful influence of television, were developing negative self-concepts by being continually told they did not exist. And thirdly, that employment opportunities for minority actors in Canadian radio and television programing are virtually non-existent as non-white actors and actresses interested in careers in the media are usually told that they cannot be employed because they do not have a Canadian accent, or because the media believe the public will not accept Blacks and other non-whites in television.

The NBCC concluded that, "The present situation of non-use of visible minorities in the mass media and particularly in television, does little to create the attitudes and behavior necessary to make multiculturalism a reality in Canada."

To resolve these issues the NBCC recommended: that the CRTC monitor Canadian television programs to determine the precise level of minority representation; that the CRTC immediately meet with owners and managers of television and radio stations to acquaint them with the concerns of minority groups about the lack of employment opportunities; and that the matter of fair employment opportunities become a criterion for licensing new broadcaster cable stations, and for extending the licence of present stations. The NBCC also suggested that the CRTC support affirmative action programs for non-white individuals who need further training in order to qualify for positions in radio and television.

V. PROCEEDINGS OF THE TASK FORCE

A. Working Statement of Principle and Objectives

The Task Force held its first two meetings on April 16, 1981 and May 5, 1981 respectively. During these meetings the Task Force completed its initial organization, adopted a working statement of principle and formulated a working statement of its objectives.

Working Statement of Principle

> "Advertising, communications and publications of the Ontario Government and of its agencies, boards and commissions should portray the racial and ethnic diversity of Ontario."

Working Statement of Objectives

The Task Force adopted the following as a list of its proposed activities:

(i) Initial sensitization discussions with the government's advertising agencies, with talent agencies, with actors' unions, and with the visible minorities;

(ii) Clarification of the effect of the Ontario Human Rights Code;

(iii) Development of reasonably precise goals (not quotas) together with indicators for ascertaining the degree of achievement of those goals;

(iv) Development of guidelines on the avoidance of stereotyping;

(v) Encouraging the development of an expanded talent pool among the visible minorities; working with the actors' unions to facilitate this; and taking steps to avoid adverse reaction among non-visible minority actors;

(vi) Ascertaining the effectiveness of advertisements and publications created under the new system, and the public reaction thereto;

(vii) Writing counterparts in the federal and provincial governments to determine the extent of work that has been done by other governments in the area of racial diversity in advertising;

(viii) Meeting with Ontario Government Directors of Communications to brief them on the objectives and activities of the Task Force;

(ix) Notifying the general public of the establishment of the Task Force through a news release issued to Ontario newspapers;

(x) Conducting in-house research to determine the past and current use of visible minority actors in government commercials;

(xi) Employing private research consultants to conduct studies designed to elicit public attitudes to, and sensitivities about, the use of visible minority actors in advertising.

In terms of a work plan, the Task Force agreed that its activities could usefully be analyzed in terms of stages. Stage I, the consultation stage, would include contacts with governments, advertising agencies, talent unions, and would include issuance of a news release to the public. Stage II, would consist of advertising for visible minority input and holding meetings with all interested groups. This stage would be undertaken in conjunction with Stage III, the research phase. Stage IV, would consist of the formulation of policy recommendations and submission of these recommendations to the Cabinet Committee on Race Relations.

B. Consultation Activities

1) Governments:

Ontario Government Council of Communications Directors (CCD)

In recognition of the crucial role that the Ontario Government's Communications Directors will play in the implementation of any policy adopted by the Cabinet, Task Force members met with the Council of Communications Directors (CCD) on several occasions.

During these meetings, Communications Directors were verbally briefed on the progress of the Task Force and asked for their suggestions and comments. In August, 1981 the Task Force supplied the CCD with an interim report providing a detailed account of its activities to date.

The Task Force is aware that this consultation process with the CCD has already borne fruit in that many Communications Directors have started to implement the policy of racial diversity in the communications material produced by their ministries.

Other Governments

The Task Force wrote to all other governments in Canada advising them of its establishment and asking to be advised of any similar projects in their jurisdiction. Replies were received from New Brunswick, Saskatchewan, Nova Scotia, Prince Edward Island, Alberta, Manitoba, Quebec, Newfoundland and the Yukon, and the federal government.

No formal policies exist in any of the above jurisdictions, although Saskatchewan has directed its advertising agencies to, as much as possible, maintain a balance of racial groups, with an emphasis on native people. A balance of age and sex is also encouraged, although no formal guidelines exist.

The federal government responded to the Task Force's letter, indicating that it was presently working on guidelines concerning the portrayal of women, the handicapped, natives and visible minorities. Subsequently, on March 24, 1982, a news release was issued by the Honourable James Fleming, Minister of State for Multiculturalism, wherein he announced Cabinet approval of a policy on government advertising aimed at ensuring the reflection of the diverse nature of Canadian society. Since then officials of that ministry have made contact with the Task Force to discuss the development of standards and procedures in connection with the implementation of this new policy.

2) Ontario Human Rights Commission

Recognizing that the fear of breaching the Ontario Human Rights Code would likely be raised by firms asked to recruit visible minority actors, the Task Force wrote to the Ontario Human Rights Commission in May, 1981 asking for special employment program approval under the provisions of section 8 of the then Ontario Human Rights Code.

The Commission replied, approving in principle the activities of the Task Force, but reserving its decision on the exemption request until specific programs were prepared. The new Human Rights Code which came into force on June 15, 1982, provides more protection for such programs than was available under the previous Code.

3) The General Public

On July 7, 1981, the Honourable R. Roy McMurtry, Q.C., Attorney General, issued a news release announcing the establishment of the Task Force. This news release was delivered to most media. As well, a camera-ready story was issued to all Ontario weekly papers.

As a result of the news release, members of the Task Force were asked on several occasions to give interviews by media people in the marketing and public relations area. Some of the publications in which articles appeared included the Toronto Star, Share, Contrast, AdNews, Marketing and the Mississauga News. Only the latter two publications carried negative comments, both by the same author.

4) Advertising Community

Introduction

Central to the working objectives of the Task Force was the need to contact the advertising community to inform it of the mandate and elicit advice and concerns. Input from the advertising community was considered critical to the development of a successful implementation strategy once the Task Force's recommendations to the Cabinet were determined.

To begin this process, Task Force members wrote to advertising and public relations firms with which the Ontario government does business. The agencies and firms were advised in a general way of the mandate of the Task Force and were invited to comment. A meeting with advertising agencies was also arranged for September, 1981.

The Task Force then contacted ACTRA and in July, 1981 met with its General Secretary, Paul Siren, to deal with the question of work permits for minority actors.

Advertising and public relations firms not doing business with government were advised of the existence of the Task Force through the appropriate professional organizations. The Canadian Public Relations Society was alerted to the work of the Task Force by Mr. Snell when he spoke at the annual CPRS conference held in Quebec City on June 22, 1981.

A meeting was held in early September with senior officials of the government's advertising agencies and in October, 1981, Mr. McDonald met with Keith McKerracher, President of the Institute of Canadian Advertising, to outline the work of the Task Force and enlist ICA support.

The Task Force held meetings with representatives of casting and talent agencies in October and November respectively to establish the nature of the talent selection process and gain insights into current employment opportunities for visible minority actors.

To complete the overall picture, the Task Force met with members of the Toronto Black Performers Committee.

During all meetings, representatives were advised by the Task Force that they would be invited to attend a final meeting which would bring together all groups who had previously met with the Task Force, to exchange views and discuss the formulation of the Task Force's final recommendations and report.

In order of their occurrence, the following section covers in detail the meetings held with the above groups.

Association of Canadian Television and Radio Artists

Members of the Task Force met with Mr. Siren, on July 23, 1981 to engage ACTRA's support and to discuss its concerns over union rule requirements on the engagement of visible minority actors.

During the meeting Mr. Siren advised that the use of performers in television and radio commercials comes within the ambit of the agreement between the advertising industry and ACTRA. The advertising industry must give preference of engagement to ACTRA members. Under certain limited circumstances however, ACTRA will issue work permits to non-members.

Mr. Siren assured the Task Force that there would be absolutely no problems in obtaining these permits for visible minority actors. Ordinarily production companies and agencies must first have fully considered the performers available in the ACTRA talent pool before applying for a work permit. Nonetheless, this rule will be waived to facilitate the use of visible minority actors in government advertisements.

Mr. Siren advised that the National Executive of ACTRA had discussed the Task Force's project, and had given it their complete backing. He further indicated that ACTRA's three branches in Ontario, a Toronto Performers Branch, a Toronto Writers, and an Ottawa Branch would be willing to meet with the Task Force and provide whatever assistance possible.

Mr. Siren stated that there is a Black Performers Committee of ACTRA in Toronto. Although no other ethnic or racial group has established a committee, he indicated that there is probably a substantial talent pool available through dramatic and choral groups made up of members of visible minorities communities throughout Ontario.

Advertising Agencies

On September 3, 1981 the Task Force met with senior executives of all advertising agencies doing business with the Ontario Government, most of which were represented by their presidents.

The meeting was held to outline the objectives of the Task Force and to discuss the role that the government's advertising agencies could play in the development of communications that fairly portray the racial and ethnic diversity of Ontario. The meeting also served as a forum for frank and open discussion during which the problems and opportunities inherent in this initiative could be reviewed.

After a statement by each member of the Task Force of its aims and objectives, and an outline of how these would be achieved, there followed a round-table discussion. During this discussion, the agencies' representatives confirmed their support for the project and at the same time pointed out some of the difficulties that they anticipated.

A major concern voiced was that advertising, in order to be efficient and effective, must respond to clearly defined markets. This requires segmenting and defining these markets as closely as possible and addressing them as personally as possible. Incorporating the policy of racial diversity could compromise these general advertising principles and could therefore result in less effective communications.

Secondly, given our multicultural make-up, the question arose as to how feasible it would be for any advertiser to give equal representation to every ethnic group in the mosaic. It was pointed out by the agencies that if, during the course of implementing the policy of racial diversity, particular ethnic groups were neglected, further problems could ensue.

Finally, questions were directed to the impact on the private sector, and to whether it was the government's intention to impose regulations or quotas.

The Task Force responded to these concerns by indicating that Cabinet would have to decide whether a small degree of effectiveness and efficiency in relation to a particular message could be traded off, if necessary, against the transmission of another message, the true diversity of Ontario. Given a need to achieve a balance between communications objectives and the portrayal of racial diversity, means of achieving this should be explored. Further, the Task Force suggested that the policy of racial diversity involved very broad, general representation of our multiracial composition, and that representation of every ethnic group was not the objective. The concept of symbolic diversity was put forward and discussed. Finally, the Task Force stated that no legislation was being contemplated, and that while it was hoped there would be "spill-over" into private industry, there was no intention on the part of the government to impose mandatory requirements or legislate standards for private industry. The Task Force also assured agency executives that quotas were not being contemplated.

The following observations were made by advertising agency representatives in their reports back to the Task Force on the meeting:

- "Ontario has a rich ethnic and racial diversity that should be fairly portrayed in government communications."
- "This [proposed policy] should be implemented in a natural unforced way. Diversity will not be looked for on a per advertisement or commercial basis or even on a per campaign basis, but rather, the government's total advertising programme should be designed to reflect the province's racial diversity."
- "This objective is by no means related to Toronto alone. Racial diversity exists across the province and part of the objective is to build awareness by all citizens of the province's diversity."
- "Sensitivity should be employed in advertising execution, and agencies should be aware of potentially offensive stereotypes or clichés. For example, the black community would prefer not to be represented only as talented musicians or athletes."
- "Policies that evolve from the Task Force's recommendations to Cabinet will be clearly stated to people in all ministries in order that there will be no confusion between agencies and their individual ministry clients."
- "Advertising agencies should share in the responsibility of increasing awareness of client ministries and exercising diligence in responding to all opportunities to appropriately influence the advertising material that is developed."
- "Agencies will continue to work directly with their client ministries. The Task Force, however, will be available in an advisory capacity for consultation in solving problems."

It was agreed at the close of the meeting that agency executives would inform members of their staff working on government advertising of the issues discussed to ensure that the government's objectives are clear to all concerned.

Exhibits circulated to agency representatives included: a booklet, Race, Religion and Culture in Ontario School Materials, published by the Ontario Ministry of Education; a publication printing checklist (with points dealing with racial, sexual and ethnic bias); and the July 7, 1981 news release dealing with the formation of the Task Force by the Attorney General.

Institute of Canadian Advertising

Keith McKerracher, President of the Institute of Canadian Advertising, during a meeting held in October, 1981 with Mr. McDonald of the Task Force, stated that the ICA had recognized the need to address the issue of multiculturalism about two years ago. In fact, one of ICA's directors was asked to work with its staff to develop some ideas in this regard in the previous year.

During the meeting Mr. McKerracher advanced two of the ideas resulting from this initiative. The first dealt with helping ethnic minorities find work in advertising and commercial production by producing a brochure about "getting into advertising." The brochure could include sections on the size of the market; the number of engagements available compared to the number of actors wanting parts; talent unions and how they work; details of the selection process; and details of the earnings potential of commercial work.

The second idea involved the possibility that many advertisers feel that the use of "ethnics" will impair the ability of their commercials to stimulate sales to the non-ethnic majority. Mr. McKerracher suggested that in order to demonstrate to agencies and advertisers that the market is not affected by skin colour or facial characteristics of the talent in commercials, it might prove useful to commission a study whereby two versions of an identical commercial were created, one with visible minority actors, the other without. Then, through post-testing and recall research, it could be determined whether audiences are affected differently by the two versions.

Mr. McKerracher indicated that, in his opinion, a project of this nature represented an appropriate leadership role for government.

In regard to the formation of the Task Force and its activities, Mr. McKerracher gave his full support. He also advised that the ICA would take action to advise its advertising agency members of the Task Force and its mandate.

Casting Agents

Members of the Task Force met with representatives of Toronto casting agents on October 11, 1981.

During the course of its work, it became clear to the Task Force that casting agents were probably the most important individuals involved in the process of selection of performers for government advertising. Therefore, it was obvious that their insights and opinions would be of extreme importance to the Task Force.

The following are the major observations made by the casting agents:

- Because advertising agencies are concerned primarily with what they believe are the "marketing" requirements for products, they restrict their thinking to the need for white Anglo-Saxon performers and will rarely consider the inclusion of a visible minority. The agencies, in any case, claim the direction comes from their clients.
- Strong pressure may be needed to make agencies disassociate this ingrained bias when acting on behalf of the government.
- It must be emphasized to all involved in the advertising process, that the government has different requirements and is not to be equated with private sector product advertisers.

- While there may be enough ethnic performers to meet the needs of the Ontario Government, it is extremely difficult to get them to audition. This comes about because of disappointments they have had in the past through rejection and because most of them are working in another job and cannot jeopardize their position by leaving during a working day to audition when the chances of success are usually slight.

- The government should start the process by developing a separate campaign to educate the citizens of Ontario to the fact that we are a multicultural society.

- We must become familiar with the language limitations which may be created by using ethnics, to the extent that copy cannot be written in a vacuum but in some cases must take into account the ethnic performer's ability to say it without a distinguishable accent.

- Production companies are generally unwilling to be flexible since a search for ethnic performers adds to their costs, and the government is not perceived as a big spender.

- The government should consider setting up a creative team made up of ethnics from their advertising agencies.

Talent Agents

The Task Force met with representatives of two talent agencies on November 13, 1981 in order to develop insights into the kinds of problems agents experienced in placing visible minority actors, and to explore what role talent agents can play in ensuring that a greater number of ethnic actors will be employed.

Talent agencies act as representatives for various actors and actresses. In this capacity they supply advertising agencies with talent based on the agency's description of the kind of talent desired.

During the meeting, talent agency representatives indicated that in their opinion, the most formidable problem in terms of using visible minorities is with their client advertisers who do not want to use visible minority actors.

Citing examples of the kind of difficulties encountered in the past, talent agents pointed out that many calls have been received from advertising agencies seeking to have whites only in an advertisement. To further illustrate this point, prior to the meeting, one of the agents had completed a random search of 100 requests for talent. The agent reported that of these 68 were for whites, 27 did not specify, and 5 specifically sought ethnic actors. The agent felt that this represented a high ratio of ethnic actors compared to the norm in the industry.

On the issue of the availability of minority talent, agents indicated there are about 20 minority performers who earn a living as actors, primarily through television shows and theatre. These actors would probably be lucky to get one commercial per year. As a result, there may be a shortage of experienced ethnic talent available.

Talent agents recognized that there was probably a source of ethnic talent available from colleges and schools, however, agents indicated that these graduates were not hired by advertising agencies because they have no experience.

In regard to their own difficulties with employing visible minority actors, in a purely business sense, talent agents informed the Task Force that if an actor does not earn $15,000 per year, he or she is a losing proposition for a talent agency. Some talent agencies can afford to carry Blacks and other ethnics because they have a significant number of large billing clients.

At the close of the meeting, talent agents advised that if the demand for visible minority actors became prevalent, talent agencies would keep files on them. At present, resumes and photos are often not kept, because there is no demand.

Toronto Black Performers Committee

In order to understand the viewpoints of minority actors, a meeting was held with the Toronto Black Performers Committee of ACTRA and other senior officials of the acting union on February 16, 1982.

The Toronto Black Performers Committee represents about 30 professional black actors registered with ACTRA. The committee was established to help create more work for black performers and to encourage the Canadian advertising industry to make commercial productions more representative of Canada's multicultural diversity.

To open the meeting, ACTRA's General Secretary, Mr. Siren, once again confirmed that ACTRA has not refused, and will not in any case refuse work permits for any minority actor who wishes to work in commercials.

Black Performers Committee members present stated that their primary concern is the scarcity of roles for black performers on stage and in broadcast. In their view, there has been a very deliberate exclusion of non-whites in advertising, and commercials continue to depict Canada as "a nation of whites." Black actors have been continually told by casting agents that there is no work and that they cannot hire Blacks for commercials, since advertisers do not feel Blacks can sell their products. To illustrate the unfairness of these practices, Dolores Ettienne, Chairman of the Black Performers Committee, remarked that "we drink beer, ride the TTC and use Tide, but we cannot get up and say so in commercials."

Sean Mulcahy, of the ACTRA executive, stated that during his career on stage, in television and radio, he worked primarily with the Canadian Broadcasting Corporation in many plays and programs. During this time he could not recall any occasion in which he appeared opposite a black performer.

The Task Force requested that Ms. Ettienne provide a list of the names of the members of her committee for casting agents to ensure agents were aware of the supply of ethnic talent available.

The Task Force further pointed out that once the policy of racial diversity in government advertising was implemented, there would no doubt be a growing need for minority actors. The Task Force, however, cautioned against unrealistic expectations. The Ontario government produces perhaps 20 commercials per year, using an average of two or three people. Accordingly, total employment opportunities are limited to approximately 50 to 60 people per year.

5. Submissions from and Meetings with Minority Groups

Introduction

In its attempt to reach minority groups, the Task Force sent letters to 32 visible minority groups informing them of the appointment of the Task Force, and its mandate, and inviting written or oral representations. In addition, during the week of November 8, 1981, a notice advertising for visible minority input in a total of 29 languages, was placed in all ethnic publications in Ontario.

The purpose of these activities was to stimulate minority group awareness of the Task Force and its mandate, and more importantly to elicit their input and response to the issue of racial diversity in government advertising.

While there was limited response, all submissions received from minority groups indicated strong support for the Task Force and its activities. Minority groups tend to see the government as a leader on this issue and as a role model from which industry and the private sector can learn.

Analysis of these submissions also revealed strong concerns and sensitivities on the part of minority groups about their lack of representation in the media. The resulting feelings of alienation and frustration were also clearly apparent.

Most groups had clear ideas of the kind of action that they felt was necessary for the government to undertake in order to implement its objectives. The submissions of four major groups will be summarized in this report.

National Black Coalition of Canada

Submission

The National Black Coalition of Canada is an umbrella organization of black groups across Canada. With chapters and member organizations across the country, its main goal is to ensure that Canada's Blacks are treated fairly in all aspects of society and are accurately represented in the multicultural mosaic.

The NBCC brief, submitted by the then President, Dr. Wilson Head, emphasized its members' increasing dissatisfaction with the present interracial climate in Canada and the necessity for government to take the lead in using non-whites in its advertising campaigns.

Concern was also expressed about the long-term effects that the "invisibility" of non-whites in advertising will have on visible minority children.

In the Coalition's words, "the average child under the age of seven, spends 24 hours a week watching television, and by the time he graduates from high school has seen nearly 400,000 commercials. Non-white children seldom see themselves playing with toys or doing things 'normal' children do. They are being told, albeit subliminally, 'they don't belong there'."

Reference was made to the meeting the NBCC and other community groups had with the Ministry of Energy and the subsequent improvement in Ministry commercials which had been revised to include non-whites. In the NBCC's view, the inclusion of non-whites did not weaken the message but rather strengthened it as the commercials now said that energy conservation is everybody's job, not just that of a few. To the NBCC, the energy commercials are prime examples of the kind of success that can be achieved and the important role government can play in this issue.

Recommendations made to the Task Force included establishing government guidelines on racial diversity in advertising which would apply both to ministries and their advertising agencies; devising a method of monitoring compliance with these guidelines; and working closely with talent, modelling and advertising agencies to expand the available pool of non-whites used in government advertising. It was also suggested that the government conduct a study of the impact of commercials on the self-esteem of non-white children.

Meeting

On December 7, 1981 members of the Task Force met with representatives of the National Black Coalition of Canada.

During the meeting NBCC representatives made the following observations:

- The media should reflect the multicultural, multiracial, and multi-ethnic character of Canada.
- The government has a moral obligation to portray the community realistically in its advertising.
- The absence of role models in television creates the impression among visible minority youth that they don't exist. As well, any time anyone on television is nice or cute, they are blonde and blue-eyed. This results in a feeling of alienation, of not belonging and of not existing.
- The use of a black baseball player in a recent Wintario advertisement continued the stereotype of the black athlete. Blacks are not shown playing golf or tennis.
- Visible minorities should be shown doing ordinary things. Similarities, rather than differences, should be stressed. This breaks the mystique and uncertainty about visible minority groups.
- Ads should be just like the subway; any individual car may not represent all of the racial groups, but an entire subway train probably would.

Urban Alliance on Race Relations

Submission

The Urban Alliance on Race Relations is a voluntary, community organization formed in 1975 by individuals from a wide range of racial, cultural, religious and occupational backgrounds. These individuals joined together for the purpose of promoting a stable and healthy multiracial environment in the community.

In the last six years, the Urban Alliance has focused on a program of community education in order to increase public interest and concern about race relations issues and to develop more positive relations between various groups. Another primary focus of the Alliance has been to act as an advocate for visible minorities. The Urban Alliance has worked with churches, media, educational institutions and police in order to develop programs and practices which reduce prejudice and discrimination.

In its brief to the Task Force, the Urban Alliance recognized the powerful influence that the media has in shaping attitudes and influencing behaviour. For this reason it sees the government as a major advertiser in Ontario having a critical role to play in setting an example of portraying racial diversity which private industry will hopefully follow.

The Alliance expressed the opinion that a policy of racial diversity in advertising "would not constitute a radical departure for the Canadian viewing public, which has long been exposed to visible minorities featured on American networks." Also, the Alliance members indicated they did not feel that the use of visible minorities would render a commercial less effective. In fact, research has shown that a commercial's effectiveness is not influenced by the colour of the actors and models in it.

On the subject of available talent, the Alliance pointed out that in their opinion, there has been an underestimation of the number of qualified visible minority actors who are available and seek work. However, it also recognized the "discouragement a visible minority actor faces when seeking work in a world that assumes all parts are white unless specifically designated ethnic or black." In the view of the Alliance, such a situation offers little incentive for non-white actors to train and compete.

In implementing the policy of racial diversity in advertising, the Alliance stressed the importance of depicting racial minorities "as everyday Canadians engaged in everyday, normal situations." The avoidance of stereotyped roles and tokenism was also stressed.

Recommendations made to the Task Force were similar to those of the NBCC. In addition, the Urban Alliance recommended that an advisory committee be set up, consisting of representatives from government communications branches and the Ontario Human Rights Commission, as well as from a broad spectrum of community and ethnic groups. This Advisory Committee would meet on a regular basis to monitor all government mass media advertising.

Meeting

The Task Force had the benefit of a formal presentation of this brief, and of a discussion with the Urban Alliance, in the Fall of 1981.

Inter-Cultural Associates

Submission

Inter-Cultural Associates is a group of consultants specializing in research and evaluation, staff training and program planning particularly in areas which foster inter-cultural and international understanding. Service areas include training professionals to work with people of other cultures; assessing social needs, and consumer patterns of ethnic groups and reducing racial tension in workplaces and communities.

In its brief, Inter-Cultural Associates, strongly supported the establishment of a Task Force seeking to establish the reflection of the racial diversity of Ontario in government advertising and communications. It also indicated that action in this area was long overdue.

Of the several concerns expressed regarding this issue, Inter-Cultural Associates made the observation that, "if one spent an evening watching a Canadian television channel, very few advertisements, not to mention regular programs would hint at the existence of non-whites. Those that do usually originate from the United States." Inter-cultural Associates considered it paradoxical that, "private sector advertising was more racially biased in multicultural Canada than in the American melting-pot society."

Inter-Cultural Associates indicated that both government and advertisers can benefit by projecting racial diversity as an objective. In their opinion, advertising agencies "have not been progressive in exploring ways of using racially diverse messages to sell more, rather than less products" and that "the government may also benefit from appealing to a broader spectrum of the population."

Inter-Cultural Associates recommended that the government:

- establish guidelines governing use of racial minorities in advertising;
- train its media personnel to respond to the self-images of the province's various races;
- set up a monitoring and review system across ministries.

As well, it was suggested that government should be prepared to assist advertising agency personnel, as well as freelance writers and artists who do government work with intercultural training.

Inter-Cultural Associates anticipated two areas of difficulty which the Ontario government could face in implementing the policy of racial diversity. One would be minority races of the province pressing for proportionate representation. Because of the large number of racial and ethnic groups in the province, it would be difficult to achieve equal representation of all groups. Thus, a strategy was proposed to give precedence to the quality of the representation over the quantity.

The second foreseeable area of difficulty dealt with the complaint of advertising agencies that they cannot get enough racial minority actors. Inter-Cultural Associates felt this was a problem that could be overcome.

Meeting

The Task Force met with representatives of Inter-Cultural Associates on March 18, 1982.

During the meeting representatives of Inter-Cultural Associates exhibited a number of posters using visible minorities, and offered suggestions on ways to improve the manner in which they were portrayed in these advertisements. Representatives of Inter-Cultural Associates noted that it was important to show different racial groups interacting rather than being seen in isolated poses. The issue of effective placement was also considered important in that when minority actors are shown in peripheral positions in an advertisement this often results in the impression of tokenism, which must definitely be avoided.

Inter-Cultural Network

Meeting

In April, 1982, the Task Force met with members of the Media Committee of the Inter-Cultural Network. Inter-Cultural Network is comprised of members representing a diverse cross-section of ethnic and minority group associations in Canada. Present at the meeting were representatives of the Jamaican Canadian Association, National Association of Canadians of Origins in India, the National Black Coalition of Canada, and the Japanese Canadian Business and Professional Association.

Following general discussion, members of the Inter-Cultural Network submitted an in-depth table of recommendations to the Task Force.

An overview of these recommendations is as follows:

1) The Ontario Government, as a substantial advertiser both directly and through its controlled corporations (eg. Ontario Hydro, Ontario Lottery Corporation) should brief its roster of advertising agencies on guidelines developed for portrayal of racial minorities.

2) The Ontario Government should set aside a proportion of the fiscal advertising budget on a declining scale basis commencing with the current fiscal for the next three years, (until fiscal 1984/85). These dollars should be deployed towards conducting market research both qualitative and quantitative on all areas of queries that have been raised by advertisers and agencies in search of planning direction. The U.S. experience could be a good model for research areas and methodologies. The findings of research should be accessible to all interested parties and the government should also consider promoting these findings through seminars, speakers at special advertising meetings (ACA, ICA) etc., and through its official publications.

3) The Ontario Government should specifically earmark 1%, 1.5% and 2% of its gross advertising dollar figures, over a three-year period, towards the funding of an advertising campaign directed at all Ontarians with a view to educating the populace on the multiracial composition of our province. This campaign should be split up between agencies that demonstrate an equitable number of multiracial employees or possess demonstrable sensitivity to this area and exhibit special skills to promote this understanding.

4) The Ontario Government's advertising should not, in its good intentions to depict the multiracial reality, end up with stereotypical portrayal of the minorities. Specific access to members of multicultural groups would have to be created to avoid the pitfalls of the "good" ending up doing more "harm."

5) As part of the government advertising contracts being awarded to agencies, the Ontario government should promote the employment of racial groups to provide an on-the-job sensitivity on government accounts. Of course these openings would be treated on an equal opportunity basis.

6) The Ontario government should specifically undertake dialogue at all levels of decision-making, both within its own bureaucracy and its advertising agencies, to create an understanding of the objectives of the new policy on advertising.

7) The Ontario government should present briefs to the Canadian Radio-television and Telecommunications Commission, the Canadian Broadcasting Corporation and independent TV networks on the need to address this area of concern in their programing. It is understood that while this may not directly relate to the advertising function, the people, cities, government and the natural attractions of Ontario would not be accurately portrayed without the networks possessing a sensitivity to the need for racial equality in TV programing.

8) The Task Force findings and the finalized set of guidelines should be given the widest coverage so that the other provinces and the federal government are sensitized to the initiative and leadership role demonstrated by the Ontario Government.

2) Meeting with Advertising Community and Minority Groups

On March 22, 1982, a meeting was held which combined 18 representatives from visible minority groups, talent and casting agencies, ACTRA, the Black Actors Committee, and government advertising agencies.

The purpose of the meeting was to assemble all groups who had previously met with the Task Force in order to facilitate an exchange of views and to obtain further advice and assistance prior to the formulation of the Task Force's final recommendations and report.

Opening statements were initially made by representatives of the various groups present. Discussion which followed centered around practical measures and strategies that could be taken by government in order to implement the policy of racial diversity in advertising. In this regard, the ongoing American attempt to represent minorities in advertising was reviewed in the context of what lessons could be learned from their experience.

Keith Lowe, Inter-Cultural Associates, indicated that the problem in the United States was not so much "tokenism," but that minorities were often shown in marginal situations and are not featured in the foreground of activity.

The issue of stereotyping was also noted as a problem and it was suggested that black actors in American commercials were shown talking middle-class "Americanese" rather than in their own dialect.

Positive response emerged over American television commercials in which people of all races were shown interacting together, not just with their own race. This kind of portrayal was seen to facilitate the image that harmonious relations between peoples of different backgrounds could be achieved.

Questions arose as to "how should the family be portrayed?". The main point established in answer was that the minority family situation did not differ much from the "norm" and should be portrayed as such.

Specific recommendations were made during the course of the meeting. Some of these included:

1) The Task Force should make a firm recommendation that the Ontario government adopt the policy of racial diversity in advertising.

2) The policy should be reinforced with programs which would educate the public about the kind of community they live in, who the minorities are, and how they contribute to the community.

3) More funding should be made available to the Human Rights Commission for the production of educational commercials on racial diversity.

4) The talent pool among visible minorities should be increased; incentives and aid should be provided for this purpose.

5) Guidelines should be set for the government's advertising agencies. In particular, creative people must be made aware of the hazards of stereotyping and must search for the kind of images that will impart authenticity and dignity to minority groups.

6) Minority writers should be involved in the process of writing commercials when minority groups are used.

IV. ANALYSIS, FINDINGS AND RECOMMENDATIONS

A. Proposed Policy for Government Advertising and Communications

1) The Need for a Policy

Up to the present, most government advertising has conveyed the impression that the government has not been speaking to or of all racial and cultural groups found in Ontario. A review of advertising and communications produced by and for the government over the past three years indicates that there has been insufficient adjustment to the reality of multicultural and multiracial society. The fact that the Task Force has found that this is unintended, and indeed contrary to the government's previously articulated policies on human rights and multiculturalism, leaves little room to question the need for a clear, workable policy to bring about the transformation of government advertising into an accurate reflection of the existing racial diversity in Ontario.

It must be stressed that the Task Force found no deliberate intent behind the unrepresentative character of government advertising and communications. Although Ontario has undergone dramatic changes in its make-up in the past decade, those changes have not been equally apparent to all. Further, a great deal of Ontario government advertising and communications is prepared by private sector firms working in a marketplace that has never incorporated racial diversity as one of its precepts. Private sector advertisers, whose work dominates the advertising industry, have until recently either not thought about using visible minority actors, or have not acted upon the idea. The advertising agencies have grown accustomed to working in this milieu, with the result that specific direction is necessary to obtain the use of visible minorities in advertisements dealing with, or set in, everyday situations.

As is discussed in section B of this Part, there is no question that specific guidelines on the use of visible minority actors would and could be followed and would produce effective advertisements. The means are available; only the directions are needed. The Task Force is satisfied that those directions should be given, and that they should take the form of a Cabinet-declared policy, binding on all ministries, boards, agencies, and commissions of the Ontario government.

Policy at the Cabinet level is essential because control over advertising and communications is diversified among individual ministries, boards, agencies, and commissions, and because the impact of a Cabinet directive is required to overcome the existing industry-wide inertia in this area.

In proposing a specific, Cabinet-level policy on this issue, the Task Force is not suggesting special treatment for visible minority actors or communities. Instead, we are proposing equal treatment for minorities, and accurate communications for the government. It is unfortunate that the past and existing exclusion of visible minorities from advertising and communications means that special measures are required to achieve anything approaching equality or accuracy, but those measures cannot be considered special treatment.

Ontario is one of the richest, most vibrant, most successful examples of multiculturalism anywhere in the world. The hundreds of thousands of non-white individuals who make Ontario their home and contribute to the betterment of the province are entitled to see themselves protrayed as an integral part of the province. Their children should not have to suffer the negative effects which flow from not seeing visible minorities depicted, in a natural and unforced way, as belonging in Ontario. Moreover, those children need access to role models provided through the portrayal of visible minorities in "mainstream" roles in broadcast and print advertising.

2) The Policy

The Task Force recommends that the Government of Ontario adopt and implement the following policy:

> I. THE ADVERTISING AND COMMUNICATIONS OF THE GOVERNMENT OF ONTARIO AND OF ITS AGENCIES, BOARDS, AND COMMISSIONS SHOULD PORTRAY THE RACIAL AND ETHNIC DIVERSITY OF ONTARIO.

3) Explanation of the Policy

The key word in the proposed government policy is diversity. From its inception, the Task Force saw no merit in a policy which would attempt to require the depiction, through some kind of proportional representation, of every ethnic or racial group present in Ontario. Further, the Task Force found no support for such a quota-based approach in any of the submissions to it nor in any of its meetings.

It is the opinion of the Task Force that diversity can be portrayed symbolically. The necessity is to move away from the existing inaccurate representation of Ontario, rather than to give each racial or ethnic group proportional representation. Ontario is now made up of a multiplicity of racial and ethnic groups. If, over time, that fact is made apparent to those who see government advertising and communications, the proposed policy will have been implemented.

It is our view that just as diversity can be achieved by a symbolic approach instead of a quota approach, so too is it appropriate to measure diversity over time, rather than on an advertisement-by-advertisement, communication-by-communication basis. Throughout our meetings with affected groups, we put forward the idea of assessing compliance with the policy by figuratively placing on a wall all of the depictions of individuals in one year's advertising and communications. We suggested that if, having done this, it could fairly be said "That's Ontario," the policy objectives would have been met. We found widespread support for this approach.

Perhaps the best analogy is one put to us by Jesse Dillard of the National Black Coalition of Canada. He suggested that we think of individual government advertisements as cars on a Toronto subway train. Most of those cars contain members of a number of racial and ethnic groups, but no two cars are the same and no one car accurately depicts all of the groups found in Ontario. Nonetheless, the train as a whole would give a substantially accurate portrayal of Ontario's diversity. If Ontario government advertisements, although varying in the group or groups depicted, taken as a whole do portray Ontario's diversity, then the objective as we see it will have been accomplished.

Care must be taken, in this connection, to avoid stereotyped assumptions about which groups should appear in which kinds of advertisements. Acceptance of symbolic diversity does not mean that representations of traditional activities or traditional occupations should continue unaltered. Thus, it would not be in keeping with the intended application of the policy to show people enjoying Christmas dinner exclusively as white, and football players exclusively as blacks. It is the intention of the policy that government advertising should show the extent to which diversity is a fact of life in all walks of life. Absence of an obligation to portray a variety of racial groups in each advertisement is not tantamount to a licence to restrict minority group representation to specialized or non-traditional activities.

The Task Force recommends that:

II. DIVERSITY SHOULD BE RECOGNIZED AS THE CORNERSTONE OF THE FOREGOING POLICY. ADVERTISEMENTS AND COMMUNICATIONS SHOULD SYMBOLIZE THE DIVERSITY OF ONTARIO'S POPULATION, WITHOUT RECOURSE TO OF ANY KIND OF QUOTA SYSTEM INTENDED TO GIVE EACH RACIAL OR ETHNIC GROUP PROPORTIONAL REPRESENTATION.

III. DIVERSITY SHOULD BE MEASURED IN RELATION TO ALL GOVERNMENT ADVERTISING AND COMMUNICATIONS OVER A GIVEN PERIOD OF TIME. ALTHOUGH EACH MINISTRY, AGENCY, BOARD, AND COMMISSION IS RESPONSIBLE FOR THE IMPLEMENTATION OF THIS POLICY, THE GOAL SHOULD BE TO PRODUCE IN ANY GIVEN TIME PERIOD ADVERTISEMENTS AND COMMUNICATIONS, WHICH, SEEN AS A GROUP, CAN FAIRLY BE SAID TO REFLECT THE DIVERSITY THAT EXISTS IN ONTARIO.

B. The Ability to Implement the Policy

When the Task Force commenced its work, it encountered a great deal of goodwill, but also a considerable amount of concern about the ability to design and implement an effective, functioning policy in this area. The advertising industry comprises a number of segments, each of which is capable of pointing to a different segment as being the barrier to racial diversity in advertising. Indeed, it was because of the perception that this benign avoidance of responsibility would prove fatal to any simple declaration of policy that the Staff Working Group of the Cabinet Committee on Race Relations had originally proposed a detailed study as a prelude to the determination of the government's policy.

The Task Force is satisfied that this approach was the correct one. At the beginning, it found that advertising agencies would point to their clients (including government clients) and to the talent agents, casting agents, and unions as creating the barriers. In turn, casting agents would point to a lack of demand for, a refusal to use, and the limited availability of, visible minority actors. Talent agents would advise that they had so little demand for the visible minority actors on their rosters that they were losing money by maintaining them.

Visible minority actors would point out that regardless of where the ultimate blame might be pinpointed, the simple and unavoidable fact was that they were not being employed in advertisements. In addition, various segments of the industry would allude to perceived difficulties with the rules of the actor's union (ACTRA), and to the possibility of the recruitment of visible minority actors breaching the Ontario Human Rights Code.

To investigate these denials of responsibility, the Task Force held individual meetings with leading representatives of each segment of the industry. These meetings are reviewed in Part V, Section B. As well, towards the end of its study, the Task Force brought together representatives of all those segments plus members of the visible minority communities for a full and frank discussion of the policy and its implementation.

The results of this process can be simply stated: the perceived barriers turned out to be either perceptions without basis in fact, or to be easily surmountable with the assistance of the industry and the affected groups. Indeed, each segment of the industry has individually endorsed the policy proposal and agreed to facilitate its implementation; collectively, they can make it happen. Additionally, the Task Force has been satisfied that implementation of the policy will not conflict with the Ontario Human Rights Code.

The Task Force therefore concludes that:

> THERE ARE NO PRACTICAL BARRIERS TO THE IMPLEMENTATION OF THIS POLICY. THE ADVERTISING INDUSTRY CAN AND, IF SO INSTRUCTED, WILL PRODUCE EFFECTIVE ADVERTISEMENTS AND COMMUNICATIONS USING ACTORS WHO PORTRAY THE RACIAL AND ETHNIC DIVERSITY OF ONTARIO.

The following sections of this report summarize the findings of the Task Force in relation to the issues which were reviewed in arriving at our conclusion that the policy can be implemented.

1) The Availability of Visible Minority Actors

The availability of a sufficient number of trained actors from the visible minority communities was raised as an issue by many industry people with whom we spoke. It was suggested to us that commercials, and particularly government commercials, frequently call for an exceedingly high level of professional expertise. The fact that some government commercials tend to have a substantial verbal message content, which must be conveyed in a very short period of time, calls for very special skills. It was argued that visible minority actors, not having been given a chance to develop those skills, would not be able to meet the required standards.

While these concerns are honestly felt, we were advised by a number of groups we spoke to, notably ACTRA, some talent agencies, and the Black Performers Committee of ACTRA, that sufficient visible minority talent exists to start the process, and that more will become available once opportunities are created. Dolores Ettienne, head of the Black Actor's Committee, stated that she would never want the standard of acting lowered to accommodate visible minority actors, but stressed that this would not be necessary. Paul Siren, General Secretary of ACTRA, forcefully expressed the view that in light of the fact that the government only produces 25 commercials a year, there was clearly sufficient talent available to meet government needs.

Certainly there do not seem to have been difficulties in finding talented minority actors for commercials produced in the United States, nor for those few produced in Canada using visible minority actors. Most government commercials do not seem to require an extraordinary amount of experience, although undoubtedly some do require a very high level of professional expertise. Given that our policy does not demand quotas, it seems reasonable to expect that opportunities afforded in the early stages will develop any additional expertise needed later on.

A related consideration is that of accents. We heard a number of concerns about the unwillingness of the producers of radio and television commercials to permit the use of any accent other than that deemed to be "Canadian." The only exceptions to this rule seemed to be examples in which the accent was part of a stereotyping process. This issue merits attention, since a policy of diversity must go beyond the visual; Ontario must be heard, as well as seen, to be just as diverse as it actually is. Provided only that the message is delivered in a manner which can be understood, the accents heard on radio and television should reflect the community in which we live. The issue is simply comprehension; we contend that the concept of diversity can be applied in all media.

It is also imperative to avoid underestimating the existing size of the visible minority talent pool. Despite the low level of demand, talent agencies do have on file a significant number of professional minority actors. Many others can be found in local community theatre groups, while yet another reservoir is found among those who have had successful acting careers in other countries, but have not pursued those careers here because of the existence of racial barriers.

Nonetheless, it is important that government not create false expectations. Since the government produces only about 25 television commercials a year, direct employment opportunities are, and will be, limited. However, it is worth stressing the view of Dr. Wilson Head that the issue is not the creation of jobs, but rather the equality of opportunity.

Finally, it is clear that where illustrated communications are involved, the availability of talent poses no barrier. There is no scarcity of visible minority models for artists and photographers in this province; a bank of visible minority portraits can be readily generated. There can be no valid reason for not implementing the policy immediately and completely in this area of communications.

The Task Force therefore concludes that:

> THERE IS SUFFICIENT VISIBLE MINORITY TALENT AVAILABLE TO PERMIT THE PROPOSED POLICY TO GO INTO EFFECT IMMEDIATELY. FURTHER, IMPLEMENTATION OF THE POLICY, BY CREATING WORK OPPORTUNITIES FOR VISIBLE MINORITY ACTORS, WILL INCREASE THE SIZE OF THE TALENT POOL.

2) ACTRA's Offer of Assistance

The Task Force met with the General Secretary of the Association of Canadian Television and Radio Artists (ACTRA), Mr. Paul Siren, at a very early stage in its work. Recognizing that the advertising industry is required to give preference to ACTRA members, and that the existing membership of ACTRA was predominantly white, we sought to enlist Mr. Siren's help and co-operation.

Mr. Siren, and ACTRA's National Executive, gave our project their complete support and backing. The only reservation raised with us was one concerning quotas, but our disinterest in this eliminated their concern. Mr. Siren assured us that visible minority actors who were not members of ACTRA would be given permits allowing them to be hired for commercials. Generally, the permit system involves a fairly complex process of ensuring that no ACTRA member is available for the job. However, in the case of our project, ACTRA will facilitate the obtaining of permits by visible minority actors, thus removing the possibility that the delay which might be involved in using the permit process would militate against using visible minority actors. The tight time frame in which commercials are produced makes this a very significant contribution by ACTRA.

It is noteworthy that once a non-member of ACTRA has obtained six permits, he or she is eligible for membership. Thus, one of the effects of the proposed government policy will be the enhancement of the pool of visible minority actors holding ACTRA membership. This has important consequences for private sector advertising, as well as for future government campaigns.

ACTRA's offer of assistance to the project extends beyond the important permit issue. When it is realized that only approximately 500 of ACTRA's 5000 members are able to support themselves by acting, the significance of roles in commercials becomes apparent. This could have led to ACTRA seeking to preserve the virtual monopoly its existing, largely white, membership has in the field of commercials. Instead, Mr. Siren not only agreed with our proposed policy, but actively and forcefully pressed for its adoption.

The Task Force therefore concludes that:

> THE UNION REPRESENTING ACTORS IN ONTARIO, ACTRA, WILL ACTIVELY SUPPORT AND ASSIST IN THE IMPLEMENTATION OF THE PROPOSED POLICY.

3) The Advertising Industry

Clearly the advertising industry, including agencies, casting agents and talent agents, is of central importance to the proposed endeavour. The thirteen advertising agencies doing business with the government were brought into our work at the beginning. From them we received encouragement, offers of assistance, some cautionary admonitions, and a great deal of support for our ideas. The agencies were initially concerned that regulation of private sector advertising might be contemplated, but we were able to assure them that our only object was to develop a policy for the government's own advertising.

The message which emerged most forcefully from our meetings and correspondence with senior advertising executives was their willingness and ability to put the policy into place. The customer calls the tune; if the government, as client, wants diversity in its own advertising and communications, the agencies will provide it. The agencies expressed concerns about the availability of talent, but the Task Force has now been satisfied that this is not a problem. They also raised the possibility that the use of visible minorities might adversely affect message communication, but our own research counters this assumption (see section C of this Part).

When we met with casting agents and talent agencies, we found a great deal of support for a policy of diversity. These agents deal with visible minority performers, some very successful in theatre and television, who simply cannot find work in commercials. They indicated that visible minority talent is available, and that more visible minority actors would be added to the talent agents' rosters if there were a reasonable prospect of work.

The Task Force concludes that:

> THE ADVERTISING AGENCIES, CASTING
> AGENTS AND TALENT AGENTS WILL
> CO-OPERATE IN THE IMPLEMENTATION
> OF THE POLICY.

4) The Ontario Human Rights Commission

In the course of our endeavours, we occasionally heard concerns expressed about whether specific calls for visible minority actors would run afoul of the Ontario Human Rights Code. In order to allay those concerns, we wrote to the Commission, which advised us of its approval in principle for the ideas of the Task Force. The Commission advised us that every consideration would be given to treating specific recruitments of visible minority actors as special employment programs, thus placing them outside the Codes' proscription and within its protections. The Commission indicated that specific approval could not be given until the actual programs were designed, but certainly suggested that no problems were foreseeable.

Since then, the Human Rights Code has been completely rewritten, with the new version coming into law on June 15, 1982. The new Code gives specific recruitment programs targetted at visible minorities even greater protection. If the proposed policy is adopted by Cabinet, the Task Force is confident that recruitment programs designed to implement that policy will not contravene the Code, but rather will support its spirit and further its objectives.

The Task Force concludes that:

> SPECIAL RECRUITMENT PROGRAMS FOR
> VISIBLE MINORITY ACTORS DESIGNED
> TO IMPLEMENT THE PROPOSED POLICIES
> WILL NOT BREACH THE ONTARIO HUMAN
> RIGHTS CODE.

5) The Visible Minority Communities

Throughout our meetings with representatives of the visible minority communities and groups active in the field of race relations (outlined in Part V, section B), we were deeply impressed by their sincerity, their concerns, and the practicality of their requests. Groups like the Urban Alliance on Race Relations and the National Black Coalition of Canada wanted an early reversal of the existing exclusionary practices, but they did not want quotas, and did not expect an overnight solution. Moreover, they were and are willing to work with government in the implementation of a policy of accurate portrayal.

These views, as much as anything else we encountered, encourage the Task Force to believe that its policy can be implemented. There is no question that the goodwill of the visible minority communities is central to the successful implementation of the policy. The persons responsible for government advertising and communications will, we are confident, be able to call upon visible minorities to assist in locating actors, to provide advice on stereotyping, religious customs and cultural practices, and to offer constructive criticism on early efforts.

There should be no doubt about the strength of the convictions behind visible minority requests for an immediate start. They point to the deeply negative impact the existing exclusion has on the self-image of their children, and to the feelings of alienation and frustration it engenders in all visible minorities. They stress that they too "drink beer, ride the TTC and use Tide," but are denied an opportunity to say so in commercials. They expect the Ontario government, their government, to exercise leadership and demonstrate commitment in this area.

The visible minority individuals to whom we spoke have clear and concise objectives. They agreed with and adopted the concepts of symbolic diversity and measurement over time discussed above. The specific recommendations they made to us are set out in Part V. But it must be understood that the visible minority members of our community, having had their expectations raised by the Elkin Report, feel that something must happen soon.

The Task Force therefore concludes that:

> THE VISIBLE MINORITY COMMUNITIES SUPPORT THE PROPOSED POLICY AND WILL WORK WITH GOVERNMENT IN ITS IMPLEMENTATION.

C. Public Opinion

In order to obtain information relating to the climate of opinion in which the proposed policy must be developed and to which it must be sensitive and relevant, the Task Force commissioned two major research studies. These broke new research ground in Canada, and provide strong support for the proposed policies. One study (the Foster study) compared the reactions of 200 non-visible minority individuals in each of Peterborough, London and Toronto to two versions of the Ministry of Energy's commercial "Getting Ready", one of which included visible minority actors. The other study (the Longwoods study) used a series of questions on the February, 1982 Gallup omnibus poll to assess public attitudes towards the portrayal of visible minorities in government advertising and communications.

Our research indicates that many people in Ontario see the Government of Ontario as having a responsibility to introduce positive initiatives to ensure that its own advertising and communications provide a fair portrayal of the diversity of the population of the province. The research suggests that there is little likelihood of negative public reaction to the development of such a policy by the Government of Ontario. Further, the research demonstrated that a commercial using visible minority actors, when viewed by non-visible-minority individuals, is just as effective, and evokes the same degree of rapport and positive feeling, as the same commercial without visible minority actors.

1) The Foster Study

In meetings and discussions with advertising agencies, the Task Force frequently encountered the perception that the effectiveness of a commercial might be diminished if visible minority actors were used. Some representatives of the agencies suggested that non-visible-minority viewers would feel that the message was not directed at them, and would be unable to identify with it. The representatives felt that this would impede the commercial's ability to communicate with its intended audience, and thus would reduce its effectiveness.

This was an important issue which required study. While the government might reasonably be expected to accept some limited diminution of the intended message in order to avoid the delivery of misleading secondary messages (see Section A of this Part), a serious communications problem would obviously militate against the proposed policy. Research reviewed in the Elkin Report (supra, page 9) had suggested that the use of visible minorities in no way reduced the effectiveness of commercials, a finding buttressed by the widespread use of minorities in American private sector commercials. However, that research was more than 10 years old, and did not include studies conducted in Ontario.

Accordingly, the Task Force retained Foster Research Services to conduct a comparison study of non-visible-minority reactions to two identical commercials, one of which used both visible minority actors and non-visible-minority actors, and the other of which used only non-visible minority actors. Fortunately, two such commercials were available, since the Ministry of Energy had incorporated visible minorities in producing a second version of its recent commercial "Getting Ready." Apart from the prominent inclusion of visible minorities in the second version, the commercials are identical in every respect.

The method employed was to select at random 200 non-visible-minority individuals in Peterborough, London, and Toronto, and in each centre to show one version to 100 of them, and the other version to the other 100. Both sets of 100 individuals in each centre were matched for age, sex, income, and education. In all, 300 people viewed each version of the commercials and were interviewed to determine their reactions. Each person saw a commercial and answered questions individually.

The results both in total and in each community showed that not only was there no difference in the persuasiveness of each version of the commercial, but also that there was no difference in the ability of the viewers to identify with or relate to the two sets of actors. Both versions generated strongly positive feelings to both the actors and the message. Clearly, no interference in message communication resulted from the use of visible minority actors. Further, although the survey questions specifically offered opportunities for negative comments, only two of the 300 people who saw the version using visible minorities expressed a negative reaction to the use of visible minorities.

While this kind of research can never be conclusive, it does confirm Elkin's suggestion that it is the mood of a commercial, rather than the colour of the actors, which determines its effectiveness. Reactions to these particular commercials, which are very upbeat in tone, were almost identically positive over 600 people drawn from three centres and exposed to two different versions. The fact that, for example, 87% of the people who saw the version using visible minorities felt that the people portrayed would be likely to be friends and neighbours, and were representative of the people of Ontario, is indicative of the positive reactions that the portrayal of racial diversity is likely to engender.

2) The Longwoods Study

Wanting to determine public attitudes on racial diversity in advertising, we commissioned the preparation and analysis of a series of questions on the February, 1982 Gallup omnibus survey. In particular, we wanted to determine public perceptions of the make-up of Ontario, of the accuracy of the existing portrayal of that makeup in advertising in Ontario, and of the desirability of government advertising using cultural and racial groups.

The highlights and conclusions of this study are set out in the following paragraphs.

Although most Ontario residents are able to formulate an opinion regarding the portrayal of racial diversity in advertising, this would not appear to be a key issue for them. It is likely that many respondents had not explicitly considered this issue prior to this survey. Thus, when asked whether future Ontario government advertising should contain more, the same, or fewer members of cultural or racial groups, 21% of residents had no opinion, and an additional 15% indicated that they "don't care." Further, 24% of residents "don't know" the accuracy of the current portrayal of minority groups in advertising; an additional 20% claimed not to have seen such advertising.

Nevertheless, feelings about racial diversity were generally positive. The majority of residents accept the current level of ethnic participation in advertising, and there is also sizeable support for a policy of increased participation. Should advertising be changed to include a gradual increase in ethnic content this would likely not arouse adverse public reaction:

- One in four residents would like to see more members of cultural and racial groups in future Ontario government advertising, because they feel these groups "are not being sufficiently represented." Of the remaining, most were neutral, with only a very small number of residents (7%) opposing a policy of increased representation.

- Half of those who would like to see more members of cultural and racial groups in future Ontario government advertising would support this policy even if it meant increased spending.

- One-third of Ontario residents feel that certain cultural or racial groups, particularly visible minorities (Blacks, East Indians, Chinese) are under-represented in current advertising in Ontario. Only one in ten feels that certain groups are over-represented in advertising in Ontario.

- Residents are divided about whether current advertising portrays cultural and ethnic groups accurately. About one-third rate the portrayal accurate; 20% feel it is inaccurate, and 24% don't know. A further 20% indicate that they have not seen any advertising using cultural or racial groups and therefore cannot assess its accuracy.

- Those who rated the portrayal to be accurate felt that current advertising does present a multicultural approach. On the other hand, those who rated the portrayal of cultural and racial groups in current advertising to be inaccurate expressed concerns about inaccuracies in both numbers of minorities and the way in which they are portrayed. They indicated that "some of the things they say are not true", or referred to stereotyping or insufficient representation of all majority groups.

Residents who judged the current portrayal to be inaccurate suggested that it could be improved by using more members of minority groups and giving them more air time, by letting minority groups advertise the same products Anglo-Saxons do, and by eliminating stereotyping.

Although support for a policy of increased minority group representation in future Ontario government advertising can be found throughout Ontario, the greatest levels of support may be found among residents of Metro Toronto or other larger communities, rather than those in small communities; young, rather than older, people; visible minorities or southern Europeans, rather than those of white, Anglo-Saxon origin; and the more highly educated.

It is apparent that residents are not well informed about the exact make-up of the population. Only about one-third of residents accurately estimate the proportion of Anglo-Saxon whites to the between 50% and 70%. Interestingly, residents judge Italians to be the largest and most visible cultural or racial group in the province.

The Task Force therefore concludes that:

> ADVERTISEMENTS AND COMMUNICATIONS USING VISIBLE MINORITY ACTORS ARE JUST AS EFFECTIVE AS THOSE WHICH DO NOT, AND GENERATE NO MEASURABLE DIFFERENCES IN THE NON-VISIBLE-MINORITY VIEWER'S ABILITY TO IDENTIFY WITH OR FEEL POSITIVELY ABOUT THE ACTORS.
>
> THERE IS SIGNIFICANT PUBLIC SUPPORT IN ONTARIO FOR THE PORTRAYAL OF RACIAL DIVERSITY IN GOVERNMENT ADVERTISING AND COMMUNICATIONS, AND ONLY A LIMITED DEGREE OF OPPOSITION.

D. A Strategy For Implementation

If the proposed policy is adopted, consideration must be given to the mechanisms by which it will be implemented. In a government composed of 23 ministries, three provincial secretariats, plus a number of boards, agencies and commissions, the effective implementation of a central policy is a challenge. Frequently changing priorities, senior staff shuffles, and constraints of both dollars and staff add to the difficulties. Uniform adherence to a centrally-prepared policy requires both good initial communications and regular review.

Implementation will clearly be aided by the positive attitude of the Ontario Government, as indicated by the appointment of this Task Force and by the favourable comments on the diversity in its advertising found in a study conducted by the federal Secretary of State in 1977. However, the observations of the Elkin Report made just a decade ago would appear to have been forgotten by government communicators in recent years. It would appear that inadequate initial communication of the findings, lack of formal policy, and the absence of any implementation measures caused the lack of impact.

It is the view of the Task Force that notwithstanding the possible difficulties, the responsibility for implementing the proposed policy must rest with the senior communicator in each ministry. We do not propose the creation of a central agency to design advertising campaigns and communications for individual ministries. Responsibility for content now rests with individual ministries; we propose to leave it there, accompanied by appropriate measures to ensure that the proposed policy becomes an integral part of government advertising and communications.

We are well aware that merely to state a proposition or principle - such as that all government advertising and communications must reflect the diversity of Ontario - will not ensure action. Positive steps to implant the importance, monitor whether or not the message has been received, and regularly remind the recipients, are necessary for success. The fact that the internal consulting process leading to the preparation of this Report has already resulted in noticeable progress towards diversity indicates that ministry communicators are receptive. The key now is to underpin this positive activity with an implementation system which ensures uniform application of the policy, offers assistance, sets rational objectives and provides regular review.

The Task Force therefore recommends that:

IV. RESPONSIBILITY FOR IMPLEMENTATION OF THE POLICY SHOULD REST WITH THE SENIOR COMMUNICATOR IN EACH MINISTRY, POLICY FIELD, BOARD, AGENCY AND COMMISSION, WHO AT PRESENT IS RESPONSIBLE FOR DIRECTING THE CONTENT OF GOVERNMENT ADVERTISING AND COMMUNICATIONS. HOWEVER, MEASURES SHOULD BE TAKEN TO ENSURE THAT THE PROPOSED POLICY BECOMES AN INTEGRAL PART OF GOVERNMENT ADVERTISING AND COMMUNICATIONS.

V. THERE SHOULD BE WIDESPREAD INTERNAL AND EXTERNAL PUBLICATION OF THE REPORT AND THE GOVERNMENT'S COMMITMENT.

An ancillary but integral element of the policy implementation cycle is introduction of a process and a set of standards by which the attainment of stated policy objectives can be clearly measured. Although the Task Force feels that individual ministries should be responsible for implementing the policy, its members have been constantly mindful of the requirement for suitable assessment mechanisms to measure the extent to which the policy recommendations are being met.

As indicated above, the Task Force, and the groups it consulted, see no merit in a quota-based approach to implementation of the policy. However, in order to introduce successfully a policy that requires everyone's co-operation but recommends no quotas, there is urgent need for an implementation plan providing both an educational period and an evaluative vehicle.

The simple proclamation of a policy is patently inadequate. A major requirement is for the introduction of feedback mechanisms to enable Cabinet and senior officials of government to gauge the pace of progress and the degree of success of the policy over a sustained period of time. The ongoing need to measure the pace of progress, and compliance, is self-evident in view of past and present practices of non-compliance; the vast and diverse information needs of the citizens of Ontario; and the variety of ways in which Ontario Government information is created and conveyed. Of the top 50 national advertisers in 1981, the Government of Ontario ranked sixth in overall major media expenditures, spending slightly more than General Motors and slightly less than General Foods. According to Agency-of-Record billings, total centralized media purchases in 1980-81 were in excess of $25 million distributed among 39 ministries, agencies, boards, commissions and crown corporations.

Buying of broadcast media (radio and television time) totalled 49.1 percent of the province's total media investment, while purchasing of print space consumed another 39.5 percent of the total. The remaining 11.4 percent was devoted to transit and outdoor advertising. In addition, and in order to satisfy the public's needs and rights to information, myriad information pieces of all shapes and sizes (booklets, brochures, pamphlets, posters; newsletters, reports, displays, audio-visual) are produced and reproduced yearly publicizing the policies, programs and services of the Ontario Government.

This array of information defies any concept of compartmentalization. While most material emanates from Queen's Park, much is developed and distributed elsewhere. Further, while most information is processed at least in part through a communications group, exigencies or local/regional requirements often make this impractical or unnecessary. Finally, the utilization of outside sources - advertising agencies, freelance artists and writers, contract graphic designers and layout personnel - makes it mandatory that government staff, and those with whom they work in the information industry, accept the responsibility to ensure an accurate portrayal of racial diversity in advertising and communications.

Manifestly, without a mechanism to assess these myriad communications, the government would have no way of knowing whether there was compliance with its own policies. Accordingly, the Task Force recommends that:

> VI. THE TASK FORCE SHOULD BE ASSIGNED THE RESPONSIBILITY OF PERIODICALLY ASSESSING COMPLIANCE WITH THE POLICY, AND OF REGULARLY REPORTING THE DEGREE OF COMPLIANCE TO THE CABINET COMMITTEE ON RACE RELATIONS.

However, it is also apparent that more than an assessment function is required if the policy is to work. Ontario will be moving into uncharted waters with this policy, and it would be unfair to individual communicators not to make navigational aids available if requested. For example, we think that the assessment body should be in a position to offer informal interpretations of the policy to those who may not be familiar with its details. We also think that the body should, through a hands-on approach, make the policy work by such mechanisms as providing community contacts if a ministry cannot find qualified actors from a particular community, and arranging for appropriate community leaders to attend pre-screenings if a ministry so desires.

As well, it would be useful if the body could offer advice, or at least sources of advice, on stereotyping problems and cultural and religious sensibilities. Fears about these matters can inhibit the well-intentioned, thus severely impeding the implementation of the policy. For the most part, we think those fears are unfounded; depicting visible minorities as ordinary people, doing ordinary things in ordinary places will eliminate almost all problems.

In particular, stereotyping is a matter which can usually be avoided by just a little thought. Often it is deliberately, if unwittingly, created: Blacks shown only as athletes or musicians; Chinese males shown with "pigtails" or Japanese women dressed in kimonos; national costumes invariably used for a variety of ethnic groups. Once a communicator begins to think about these matters, most of the pitfalls will come to mind, and can be readily avoided.

Some assistance can be derived from certain ideas put forward by the Ministry of Education in connection with textbook publishing. The considerations which the ministry suggested should be kept in mind in relation to illustrations included the following:

- depict people in a variety of home and work situations, not solely in exotic and special situations;
- because drawings tend to be stylistic, oversimplified, and exaggerated, care must be taken to avoid inadvertent caricatures or clichés. For example, modern Chinese males should not be depicted with "pigtails", mysterious smiles and folded hands. They should not always be shown wearing glasses and looking serious and polite;
- minorities should be shown in a variety of dress appropriate to the context. Most members of minority groups in Canada wear the same

clothes as other Canadians. Where traditional dress is shown, illustrations should be accurate and appropriate to the purpose and occasion;

- minorities should be shown as practising various professions - medicine, law, business, and education - as well as engaging in other occupations;

- minorities must sometimes be featured as the focus of a picture and be shown as initiating actions and participating in them with members of other groups. They should not be pictured only in the background helping out;

- representatives of minority groups should frequently be part of pictures showing everyday life in Canada. They should be shown in a variety of neighbourhoods and settings (eg. the suburbs, well-to-do areas, the inner city, and rural areas).

We think that these ideas provide an excellent starting point. Further, if the Task Force is asked to continue in existence as an assessment body, we think that a process of consultation with government communicators and with community groups should be undertaken to identify the need for more specific guidelines. We also think that the Task Force should provide ongoing advice, or at least access to advice on stereotyping if such is requested by communicators.

Similarly, where religious and cultural sensitivities may be involved, common sense suggests that fears can be allayed by inviting community leaders to view the advertisement before it is released. As indicated above, we found that visible minority community leaders would be happy to provide this assistance. Here too we see a role for the Task Force in assisting communicators to make arrangements to take advantage of these offers of assistance.

In general then, we see a role for a body which would make the policy work. It is our view that it would be unfair to ministries, and unrealistic, to expect a new policy like this to work without an ongoing advisory body, at least for a one or two year period.

The Task Force therefore recommends that:

VII. THE TASK FORCE SHOULD ALSO BE AVAILABLE TO PROVIDE ASSISTANCE TO MINISTRIES IN CONNECTION WITH INTERPRETATION OF THE POLICY. THE TASK FORCE SHOULD ESTABLISH AN AD HOC COMMITTEE OF KNOWLEDGEABLE COMMUNITY PEOPLE WHO CAN BE BROUGHT TOGETHER AS NEEDED TO ASSIST IN FINDING VISIBLE MINORITY ACTORS, AVOIDING STEREOTYPING, RESPECTING RELIGIOUS AND CULTURAL SENSIBILITIES, AND BRIDGING DIFFERENCES WITH SPECIFIC VISIBLE MINORITY COMMUNITIES ARISING OUT OF THE IMPLEMENTATION OF THE POLICY.

Because the successful implementation of the policy also requires the whole-hearted support of the private sector firms doing work for the government, the Task Force also recommends that:

VIII. SENSITIVITY TOWARDS, AND SUPPORT OF, THE POLICY ON THE PORTRAYAL OF RACIAL DIVERSITY BE CONSIDERED IN THE CONTEXT OF ALL PERFORMANCE REVIEWS MADE OF ADVERTISING AGENCIES AND CONTRACT PERSONNEL INVOLVED IN ADVERTISING AND COMMUNICATIONS ASSIGNMENTS ON BEHALF OF THE GOVERNMENT OF ONTARIO.

VII. APPENDICES: RESEARCH STUDIES

Introduction

As outlined above in Part VI, section C, the Task Force commissioned two major research studies, which are summarized in that section. The first of these (the Foster study) is reproduced in Appendix I; for reasons of length, the detailed tables for each of three centres individually are not reproduced herein. They are, however, available if desired. The second study (the Longwoods study) is reproduced in Appendix II in its entirety.

APPENDIX I

A
COMPARISON OF THE REACTIONS OF CAUCASIAN RESIDENTS OF ONTARIO TO TWO PROVINCIAL GOVERNMENT COMMERCIALS: "GETTING READY REVISED" AND "GETTING READY"

Conducted
on behalf of

The Ministry of The Attorney General
(Task Force on The Portrayal of Racial
Diversity in Government Advertising and
Communications)

Foster Research Services April, 1982

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SUMMARY AND HIGHLIGHTS

A research study was conducted for the Task Force on the Portrayal of Racial Diversity in Government Advertising and Communications.

The overall objective of the research was to assess the reactions of Caucasian residents of Ontario to a Provincial Government commercial that includes visible ethnic minorities. More specifically, the objectives were to assess whether the inclusion of visible ethnic minorities in a specific commercial creates any of the following reactions among Ontarians who are not members of a visible ethnic minority group:

- overt hostility or antagonism;
- reduced levels of identification with the characters portrayed in the commercial;
- less positive reactions to the commercial as a whole.

The research design involved the use of two commercials: a "Test" commercial that featured visible minorities and a "Control" commercial that was identical to the "Test" commercial except that visible minorities were not represented.*

Two groups of respondents were interviewed (each respondent being interviewed individually). One group was exposed to the "Test" commercial, the second group to the "Control" commercial. Respondents in the "Test" and "Control" groups were matched on the following demographic variables: sex, age within sex, education, and household income. (This matching ensured both that the "Test" and "Control" group respondents were similar demographically and that the demographic composition of each group reflected the demographic composition of the population in the markets surveyed.)

In addition all respondents were qualified as being adult residents of Ontario.

A total of 600 interviews were conducted: 300 with the "Test" commercial and 300 with the "Control" commercial.

These interviews were distributed equally across three centres: Toronto, London, and Peterborough. Thus in each centre, 200 interviews were completed: 100 with the "Test" commercial and 100 with the "Control" commercial.

* Both commercials were part of a pool of commercials produced for the Ontario Ministry of Energy. The "Test" commercial was "Getting Ready Revised"; the "Control" commercial was "Getting Ready". Both commercials had been on air, but were not on air at the time the research study was conducted.

Respondents in each centre were recruited via a shopping mall intercept technique.

Each respondent was given one forced exposure to one of the commercials ("Test" or "Control") and questioned using a structured questionnaire. This questionnaire was identical for the "Test" and "Control" groups.

The fieldwork was conducted between 25 March and 2 April, 1982.

Key Findings:

- Both unprompted and prompted message communication were very similar for the Test and Control commercials. There was no evidence, in the total sample or in any individual market, that the inclusion of visible ethnic minorities in the Test commercial interfered with message communication.

- Further, both Test and Control commercials appear to be equally persuasive. Thus, when respondents were asked to indicate their interest in conserving energy on the basis of the commercial they had been exposed to, on a scale ranging from 1 = "definitely uninterested" to 7 = "definitely interested", the average response was very similar for the Test and Control group respondents: 6.14 for the Test group and 6.20 for the Control group.

- The research findings did not yield any evidence to support the view that the inclusion of visible ethnic minorities in the Test commercial elicits or evokes strongly hostile or antagonistic reactions except among a very small minority of respondents (less than 1% of the Test group).

  Specifically, respondents were given the opportunity to volunteer negative comments throughout the interview (in eight different questions). However, only two of the 300 respondents exposed to the Test commercial expressed an explicit negative comment about the inclusion of ethnic minorities in this commercial.

  Further, it should be noted that when the respondents exposed to the Test commercial were asked to describe specifically what they liked about this commercial, three of the 300 respondents commented favourably on the inclusion of visible ethnic minorities.

- The research yielded no evidence to suggest that respondents identified less well with the characters/personalities in the Test commercial than in the Control commercial.

  One finding that supports this is that when respondents were asked to indicate how well they personally related to the commercial (on a 10-point scale ranging from 1 = "not at all" to 10 = "very much"), the average ratings did not differ with the commercial viewed. Specifically, the average rating was 7.18 for the Test commercial and 7.19 for the Control commercial.

Second, there was high agreement among both the Test (78%) and Control (75%) groups that they "liked the people in the commercial".

Third, very few respondents exposed to either commercial agreed that any of the following thoughts had occurred to them while they were watching the commercial:

	Test n=300 %	Control n=300 %
"The people in the commercial would be unlikely to be my friends or neighbours"	11	12
"The actors in the commercial were not representative of the people in Ontario"	8	9
"I disliked some of the people shown in the commercial"	2	2

Moreover, among the minority for whom such thoughts were triggered by the commercial, the key reasons for not being able to identify with the characters/personalities were the same for both the Test and Control commercials, and were that the individuals portrayed were:

- too middle-class/affluent
- too enthusiastic
- too committed to energy conservation
- home-owners not apartment dwellers
- "actors" not "real people".

- Finally, the research results show that reactions to both commercials were equally positive, indicating that the inclusion of visible ethnic minorities in the Test commercial did not cause reactions to this commercial as a whole to be less positive.

  More specifically, the results show that:

  - The percentage of respondents unable to specify anything in particular they liked about the commercial they were exposed to was the same (and very low) for both commercials (13%).
  - Conversely, the percentage of respondents who did not have any specific dislike of either commercial was very high. However, the percentage was almost identical for the two commercials: 81% for the Test commercial and 79% for the Control commercial.
  - The average rating for the two commercials on each of 12 attributes was very similar:

	Test n=300	Control n=300
Interesting	3.42	3.55
Not irritating	3.57	3.81
One I wouldn't mind seeing again	3.39	3.39
Believable	3.72	3.66
Not foo fast	2.97	3.06
Not difficult to understand	3.73	3.73
Meaningful to me	3.52	3.51
Not juvenile	3.62	3.74
One I could relate to	3.47	3.62
Realistic	3.59	3.71
Not repetitive	2.94	2.90
Not boring	3.62	3.69
Average Reaction*	3.46	3.53

(*Note that the scale ranges from 1 to 4. The closer the average to 4, the more positive the reaction.)

- In summary, the research study exposed Caucasian residents of Ontario to one of two Provincial Government commercials: a "Test" commercial that featured visible ethnic minorities and a "Control" commercial that was identical to the Test commercial except that no visible ethnic minorities were represented. There was no evidence from the research findings that the inclusion of visible ethnic minorities in the specific commercial tested affected message communication or the persuasiveness of the commercial. Further, the inclusion of visible ethnic minorities in the commercial tested did not:
    - elicit any degree of overt hostility or antagonism except at a very low level (less than 1%).
    - reduce the level of identification with the personalities/characters featured in the commercial;
    - lead to less positive reactions to the commercial as a whole.

BACKGROUND AND OBJECTIVES

The Ministry of the Attorney General has recently set up a Task Force on the Portrayal of Racial Diversity in Government Advertising and Communications.

This Task Force was interested in conducting some research in the Province on the issue of representation of visible ethnic minority groups in advertising for the Ontario Provincial Government.

It was agreed that a very major research project would be required in order satisfactorily to address the question of whether advertising that includes visible ethnic minority groups is more, less, or equally effective than advertising in which visible ethnic minorities are not represented.

It was further agreed, however, that it would be feasible to conduct a research project to determine the public's reactions to commercials that include visible ethnic minorities.

Foster Research Services was therefore requested to carry out a research study to determine the reactions of Caucasians in the Province to a Provincial Government commercial which includes visible ethnic minority groups. The test commercial selected was "Getting Ready Revised", a commercial on energy conservation which was produced by Foster Advertising Ltd. on behalf of the Ontario Ministry of Energy.

This commercial was selected for the following reasons:

- It contains a mixture of ethnic and non-ethnic talent and thus does portray the kind of racial diversity that exists in Ontario.

- A "control" commercial for "Getting Ready Revised" existed. This control commercial ("Getting Ready") had an identical soundtrack and very similar visuals to "Getting Ready Revised". However, ethnic talent was used in only one vignette and even there the ethnicity of the individual was not obvious. Reactions to the test commercial ("Getting Ready Revised") could thus be compared with reactions to a control commercial ("Getting Ready").

The overall objective of the research was thus to assess the reactions of Caucasians in Ontario to a Provincial Government commercial that includes a diversity of races. The specific objectives were to assess whether the inclusion of visible ethnic minorities:

- elicits any degree of overt hostility or antagonism;
- leads to less positive reactions to the commercial as a whole;
- reduces the levels of identification with the personalities in the commercial.

METHODOLOGY

The research was carried out in three centers: Toronto, London, and Peterborough.

In each center, respondents were recruited via a shopping mall intercept procedure.

All respondents were qualified on the basis of being residents of Ontario and 18 years of age or more. In addition, all respondents in Toronto had to reside within 2 miles of the mall in which they were interviewed. In London and Peterborough, respondents qualified for the interview if they lived within 4 miles of the mall in which they were interviewed.

In each center, two groups of respondents were interviewed: a "Test Group" (exposed to "Getting Ready Revised") and a "Control Group" (exposed to "Getting Ready"). Each group contained 100 individuals and the two groups were "matched" on the following demographic variables:

- sex
- age within sex
- education
- household income

This matching was done to ensure that the "Test" and "Control" group respondents were similar demographically. In addition, the quotas that were used to match the groups were set to ensure that the demographic composition of each of the groups in each center reflected the demographic composition of the population in that center.

The specific quotas that were set were as follows:

	Toronto		London		Peterborough	
	Test	Control	Test	Control	Test	Control
	n=100	n=100	n=100	n=100	n=100	n=100
	%	%	%	%	%	%
Sex:						
Male	50	50	50	50	50	50
Female	50	50	50	50	50	50
Age:						
18-24 years	20	20	20	20	20	20
25-34 years	25	25	25	25	25	25
35-49 years	25	25	25	25	25	25
50-59 years	15	15	15	15	15	15
60 years and over	15	15	15	15	15	15
Education (maximum)						
Grades 1-8	25	25	20	20	15	15
Grades 9 to 12/13	35	35	50	50	50	50
Post-Secondary	15	15	15	15	15	15
University	25	25	15	15	20	20
Household Income						
Below $20,000	50	50	50	50	50	50
Above $20,000	50	50	50	50	50	50

The final composition of the samples in each center did not match the above quotas exactly, but were extremely close (see Appendix).

All interviewing was done between 25 March and 2 April, 1982, by trained, experienced and closely supervised interviewers of the Institute of Opinion and Market Research Ltd. Interviews were conducted in the following mall locations:

			Test		Control
			n		n
Toronto	Jane/Finch Mall	50	100	50	100
	Agincourt Mall	50		50	
London	Wellington Mall		100		100
Peterborough	Peterborough Square		100		100
	Total		300		300

In each mall, interviewers were instructed to recruit respondents from the mall traffic but were instructed not to interview members of a visible minority group. (Care was also taken to ensure that none of the interviewers was a member of a visible miniority group.)

All respondents that qualified on the above mentioned criteria were then given one forced exposure to one of the commercials: "Gettting Ready Revised" (= Test) or "Getting Ready" (= Control). They were then questioned using a structured questionnaire (see appendix). The questionnaire used for Test and Control group respondents was identical and probed the following areas:

- message communication (unprompted and prompted)
- levels of confusion/aspects found confusing
- levels of disbelief/aspects found unbelievable
- likes and dislikes
- reactions to the commercial as a whole on a number of dimensions
- prompted reactions to the visual elements, in general and towards the talent specifically.

Reactions to the commercials, or more specifically, to the talent in the commercials were thus "buried" in other questions.

Collected data were coded and tabulated by the Institute of Opinion and Market Research, separately for each city. In addition, a combined total for all three cities was tabulated. (No weighting was applied to the data in producing totals, so each market contributes equally to the total response.)

STATEMENT OF LIMITATIONS

The following factors should be borne in mind in using the data presented in this report:

- The individuals interviewed may have been hesitant to make explicit negative comments on the subject of visible ethnic minority groups.
- The results presented pertain to a specific Government commercial that contains a mixture of ethnic and non-ethnic talent. The results should not be generalized to Government commercials in general, since different results might be obtained for commercials dealing with other topics or for different types of executions.
- The aim of the research conducted was to assess reactions to a commercial containing representation from visible ethnic minorities. The research did not address the issue of effectiveness.
- Ideally, the two groups (Test and Control) should have been matched on attitudes towards visible ethnic minorities. However, to have done so might have biased the reactions to the commercials.

RESULTS IN DETAIL

In the following section, the results are presented for all questions. Primary emphasis has been given to the results for the "Total" sample, and the detailed tables for the total sample are given for each question. Secondary emphasis has been placed on the results obtained in each center, and the data for these centers is presented at the end of the section.

MAIN MESSAGE COMMUNICATION:

Total:

Given the similarity in the executions of the two commercials except for the casting of some of the scenes, and the fact that the audio tracks were the same, it was not surprising that volunteered message communication was very similar for "Getting Ready" and "Getting Ready Revised".

For both commercials, the main message volunteered was the generic one of conserving energy (64% for "Getting Ready" and 62% for "Getting Ready Revised").

Toronto:

There were no marked differences in volunteered message communication for the two commercials.

London:

Message communication was almost identical for respondents exposed to "Getting Ready" and those exposed to "Getting Ready Revised".

Peterborough:

Message communication was very similar for the two groups.

TOTAL OF THREE CITIES

Question: What was the main message of this commercial to you personally - that is the most important thing this commercial told you?

	Commercial Shown:			
	Getting Ready		Getting Ready Revised	
	(300)	(100)	(300)	(100)
	#	%	#	%
CONSERVE ENERGY (NON-SPECIFIC): Conserve energy/Making the most of natural resources/To save energy/Preserving energy in Ontario/Take care of what we have - preserve it/Save energy for future generations/Promote energy consciousness/etc.	191	*63.7*	186	*62.0*
CONSERVE ENERGY (TYPE): Conserve energy - oil & gas/Conserve fuel/Saving gas/Save heat/Hydro & energy/Save electricity/etc.	17	*5.7*	23	*7.7*
CONSERVE ENERGY (HOW): Insulate and turn down your thermostat/Turn off the lights/Put on deflectors/Improve existing insulation/Winter-proof your home and how to do it/Seal your windows/etc.	52	*17.3*	56	*18.7*
SAVE ENERGY AND MONEY: Conserving energy - keep cost down of your heating bill/Take measures to lessen your oil bill/You save money if you conserve/Invest a little to save a lot/etc.	13	*4.3*	12	*4.0*
CONSERVE ENERGY (WORKING TOGETHER): That everyone has a part to play/Lots more people are conserving energy/It's a family concern to conserve energy/That a person can make a contribution/etc.	9	*3.0*	7	*2.3*
CONSERVE ENERGY (PRESERVE ONTARIO): Preserve energy - life is good in Ontario/Help Ontario to stay the same/Keep the good life in Ontario/There is no place like Ontario - keep it that way/etc.	10	*3.3*	11	*3.7*
MISCELLANEOUS: Shows how an average family lives/To do with government/Never had it so good as with P.C./Government spending a lot of money on advertising/etc.	5	*1.7*	4	*1.3*
DON'T KNOW	3	*1.0*	1	*.3*

LIKES - VOLUNTEERED

Total:

Responses to both commercials were positive. In total, less than 15% of the respondents exposed to either commercial were unable to specify a specific aspect that they liked. Those that did specify a particular aspect that they liked tended to focus on the music, the visuals (the children, the scenes, and the family/people working together), or the message itself.

Although the respondents exposed to "Getting Ready Revised" were slightly less likely to mention a specific aspect of the visuals they liked, they were slightly more likely to make more general positive comments on the commercial (see "Pleasant" plus "General Like" categories).

Three people (1%) exposed to "Getting Ready Revised" commented positively, and specifically, about the inclusion of visible ethnic minorities in the commercial.

In summary, reactions to both the Test and Control commercials were equally positive. This question failed to reveal any evidence that the Test commercial was not as well liked as the Control commercial.

Toronto:

Very few of the respondents were unable to specify anything they liked about either commercial (14% for "Getting Ready" and 10% for "Getting Ready Revised"). Among those respondents who did comment specifically on some aspect, those exposed to "Getting Ready" tended to focus more on the music than any other aspect. Those exposed to "Getting Ready Revised" tended to focus on the message.

London:

Respondents exposed to "Getting Ready Revised" were slightly less likely to volunteer a specific like: 19% volunteered that there was "nothing in particular" they liked, compared with 14% for "Getting Ready". However, this difference is very small, and it should be noted that when the respondents were subsequently asked about their dislikes, the two groups were equally likely to say that there was "nothing in particular they disliked".

Peterborough:

The responses for the two groups were similar. About one in ten exposed to either commercial were unable to specify any particular "like". Among those that did pick up on a particular detail they liked, those exposed to "Getting Ready Revised" were slightly less likely to comment on specific details of the visuals such as the children, the scenes, and the family/people working together. However, they were somewhat more likely to make more general positive comments.

TOTAL OF THREE CITIES

Question: What, if anything, in this commercial did you particularly like?

	Commercial Shown:			
	Getting Ready		Getting Ready Revised	
	(300)	(100)	(300)	(100)
	#	%	#	%
MUSIC: The song/The music/The song is catchy/The music is bright/The music is pleasant/It has a good beat to it/Has a strong marching beat/I like the tenor banjo/etc.	109	36.3	99	33.0
CHILDREN: The idea of using children - learn to conserve at a young age/The baby with the leaves in the wheelbarrow was cute/The little kids picking up the leaves/etc.	21	7.0	16	5.3
SCENES: I liked the seasons/The leaves/Raking the leaves/The trees, the house, people walking down the street/I liked the older homes/The autum setting/Pictures were very colourful/etc.	66	22.0	52	17.3
INFORMATIVE/SENSIBLE: It's sensible to insulate your home/I liked the thought, it was good/It's easy to conserve - small things add up/Gets the message across/Easy to understand/etc.	94	31.3	98	32.7
FAMILY/PEOPLE WORKING TOGETHER: The family theme/The group activities - everybody together/Family involved inside and outside the house/Family togetherness/Working together all age groups/Wholesome family atmosphere/etc.	23	7.7	16	5.3
PLEASANT: I don't mind ads if they are pleasant like this one/It's very natural/It's very lively/It was cheerful/It wasn't annoying/Not hard sell/Attractive/Entertaining/etc.	18	6.0	24	8.0
SAVING MONEY: Saving on the heating bill/It's telling you how to save money/I can save money to spend on other things/etc.	1	.3	2	.7
VISIBLE MINORITIES: They had every ethnic group they could in it/Black people	-	-	3	1.0
MISCELLANEOUS: Commercial made in Canada - not imported/The Ontario angle/It was a 'do-it' sort of thing/The Ontario insignia/etc.	5	1.7	1	.3
GENERAL LIKE: It's a good ad/Good commercial/etc.	21	7.0	32	10.7
NOTHING IN PARTICULAR LIKED:	38	12.7	40	13.3

DISLIKES - VOLUNTEERED

Total:

Few respondents found anything to dislike in either commercial: 81% of those viewing "Getting Ready Revised" reported that there was "nothing in particular" they disliked and 79% of those viewing "Getting Ready" made the same comment.

Of the various aspects that received negative comment, none was mentioned by more than 4% of the respondents viewing either commercial.

Only one respondent (in Toronto) out of the 300 in total that were exposed to "Getting Ready Revised" commented that he disliked the presence of visible ethnic minorities in this commercial.

These results suggest that very few Ontarians are overtly hostile or antagonistic to the inclusion of visible ethnic minorities in a commercial such as "Getting Ready Revised.

Toronto:

Responses were very similar for the two commercials.

London:

Responses were very similar for the two commercials.

Peterborough:

The respondents exposed to "Getting Ready Revised" were less likely to volunteer a specific dislike (79% to 69% for "Getting Ready"). Among those who did volunteer any dislikes, however, the volunteered responses were very similar for the Test and Control groups.

TOTAL OF THREE CITIES

Question: And what, if anything, in this commercial did you dislike?

	Commercial Shown:			
	Getting Ready		Getting Ready Revised	
	(300)	(100)	(300)	(100)
	#	%	#	%
MUSIC: Music was too loud/A little bit too noisy/The music gets on my nerves/Don't like the theme song/Music is terribly distracting/ The music is hackney/Music is too prominent	9	3.0	12	4.0
REPETITION: The commercial is on T.V. too often/They could come up with something new - I've heard it so often/You've heard it on T.V. over and over/Shown on T.V. too much/etc.	7	2.3	2	.7
TOO FAST: The film goes too fast/Too fast and too short/Too many diverse points - tried to say too much/etc.	3	1.0	3	1.0
LIFE-STYLE: Middle class - it may not relate to other classes/Upper-middle class overtones/ The home used was not an average home - they should have used a smaller home/etc.	4	1.3	4	1.3
IRRITATING: Government is more wasteful than household owners/The tax is so high, it's ridiculous/If you conserve, the government will just tax you more/Government wasting money/etc.	11	3.7	8	2.7
NOT REALISTIC: The way everyone seemed to enjoy it/Insulating is a difficult job/The smiles, the happiness/Overly cheery - artificially up-beat/ Too goody-goody/Not as simple/etc.	4	1.3	2	.7
INSULATION: I don't like the kind of insulation that's blown in/Insulation doesn't concern me/ Easier to use the roll-kind/etc.	7	2.3	11	3.7
PROPAGANDA: Political aspects - sounds like the P.C. party to me/Promoting P.C. party/Form of political propaganda/etc.	4	1.3	5	1.7
VISIBLE MINORITIES: That the provincial government has to get every race, colour and creed into every commercial	-	-	1	.3

(Continued)

TOTAL OF THREE CITIES

DISLIKES (CONTINUED)

	Commercial Shown:			
	Getting Ready		Getting Ready Revised	
SCENES: Man with torch or something/Winter coming - looks cold/Kids sitting in the dirt/Don't like to rake up leaves in the fall/Didn't see what the outdoor scenes had to do with conserving energy/etc.	7	*2.3*	3	*1.0*
PREACHY: Too high pressure/Too commercialized/People don't need to be told to not be wasteful/I felt it was an insult to my intelligence/Big brother government knows best/etc.	2	*.7*	3	*1.0*
MISCELLANEOUS: Pictures too dark/Mention of Ontario government/Heat reflectors could be a fire-hazard/etc.	5	*1.7*	3	*1.0*
NOTHING IN PARTICULAR DISLIKED:	237	*79.0*	243	*81.0*

CONFUSION LEVELS AND ASPECTS FOUND CONFUSING

Total:

Confusion levels were very low, with a small minority of respondents exposed to either commercial finding any aspect confusing or hard to understand (5% for "Getting Ready" and 6% for "Getting Ready Revised").

This question did not elicit any comments about visible ethnic minorities, either favourable or unfavourable.

Toronto, London, Peterborough:

In each city, the percentage of respondents claiming to be confused by anything in the commercials was very low.

There were no marked differences in confusion levels or in the specific aspects found confusing for the Test and Control commercials.

TOTAL OF THREE CITIES

Question: Was there anything shown or said in the commercial that you found confusing or hard to understand?

	Commercial Shown:			
	Getting Ready		Getting Ready Revised	
	(300)	(100)	(300)	(100)
	#	%	#	%
YES	15	5.0	17	5.7
NO	285	95.0	283	94.3
What was it?				
PURPOSE: They were not specific enough on what you what you should conserve/At the beginning they lost me/One minute you're conserving one thing and the next you're conserving another thing - you should have a main topic/I wonder if it was for the P.C. or if it was for conserving energy/ First impression: What are they trying to get across/etc.	4	1.3	7	2.3
SCENES: He was nailing something and I couldn't figure out what/When they were rolling out the insulation and then it switched to spray insulation - it looks like you need both kinds/Was he welding something?/etc.	4	1.3	7	2.3
EVERYTHING: The whole thing/Too fast - you can't concentrate/Too many different points/Everything for me is hard to understand because I don't have much education/ etc.	4	1.3	1	.3
WORDS: Couldn't understand what they were saying in the singing/The singing wasn't very clear/Words in the jingle/etc.	2	.7	1	.3
MISCELLANEOUS: Energy proposal/There was a scare concerning the spray-in foam. I just wonder if they still use that/etc.	1	.3	1	.3

CREDIBILITY LEVELS AND ASPECTS FOUND UNBELIEVABLE

Total:

Neither commercial is perceived as unbelievable: only 9% of the respondents exposed to "Getting Ready" and 5% of those exposed to "Getting Ready Revised" claimed that any element of either commercial was difficult to accept or hard to believe.

Those respondents who did find any aspect unbelievable focused on a variety of elements, ranging from disbelief in the existence of an energy crisis to a disbelief that people are so enthusiastic about conserving energy. Only one individual (in Toronto) out of the 300 in total that were exposed to "Getting Ready Revised" found the diversity of ethnic groups in this commercial hard to accept.

Toronto, London, Peterborough

In each city, the percentage of respondents claiming to find anything in the commercials unbelievable or difficult to accept was very low.

There were no marked differences in credibility levels or in the specific aspects found unbelievable or hard to accept for the two commercials in the three markets.

Question: Was there anything shown or said that you personally found difficult to accept or hard to believe?

	Commercial Shown:			
	Getting Ready		Getting Ready Revised	
	(300) #	(100) %	(300) #	(100) %
YES	26	8.7	15	5.0
NO	274	91.3	285	95.0
What was it?				
ENERGY CRISIS: That there is a shortage in energy/Hard to believe that there is an energy crisis/That we should conserve as much as they say we should/etc.	3	1.0	1	.3
SCENES: Unusual for a family to work so well together/Older person to be working in the attic/Turning the dial about 30 degrees/ Businessmen in their suits on bikes/etc.	11	3.7	5	1.7
PEOPLE ARE CONSERVING: Everyone is not conserving energy/That people are really trying to save/A lot of people would like to conserve but can't afford it/etc.	2	.7	3	1.0
LIFE-STYLE: That life is good in Ontario for everyone/Shows the perfect image of middle-class life - not every home is like that/etc.	2	.7	3	1.0
VISIBLE MINORITIES: They seem to think there is an obligation to have every race group under the sun in this commercial	-	-	1	.3
ENTHUSIASM: To conserve energy is not as easy/Enthusiasm a little exaggerated/That they were happy doing all that work/etc.	6	2.0	1	.3
MISCELLANEOUS: Government wastes more than individuals/The fact that individuals can help to conserve/etc.	2	.7	1	.3

PERSUASIVENESS OF COMMERCIALS

Total:

After viewing the commercial, each respondent was asked to indicate how interested he/she felt in conserving energy on the basis of the commercial he/she had just seen. The following response scale was used:

	Score
Definitely interested	7
Extremely interested	6
Somewhat interested	5
Not sure whether am or not	4
Somewhat uninterested	3
Extremely uninterested	2
Definitely uninterested	1

Each respondent's answer was assigned a score ranging from 7 down to 1 (see above) according to his/her degree of interest, and a weighted average calculated.

The average level of interest was high and also very similar for the two commercials: 6.20 for "Getting Ready" and 6.14 for "Getting Ready Revised". These results suggest that the Test commercial (featuring visible minorities) is as persuasive as the Control commercial.

Toronto, London, Peterborough:

The follwoing table shows the overall level of interest in conservation for each of the commercials in each of the three cities.

		Toronto	London	Peterborough
Control:	"Getting Ready"	6.16	6.27	6.18
Test:	"Getting Ready Revised"	6.00	6.24	6.19

As this table shows, both commercials appear to be persuasive with the average response for each commercial in each city being equivalent to or slightly better than a verbal response of "extremely interested". Further, there were only very minor differences in the average response for the two commercials in each city.

TOTAL OF THREE CITIES

Question: Based on seeing this commercial, how interested do you feel in conserving energy?

	Commercial Shown:			
	Getting Ready		Getting Ready Revised	
	(300) #	(100) %	(300) #	(100) %
Definitely Interested	160	*53.3*	155	*51.7*
Extremely Interested	59	*19.7*	58	*19.3*
Somewhat Interested	70	*23.3*	71	*23.7*
Not sure whether am or not	7	*2.3*	11	*3.7*
Somewhat Uninterested	2	*.7*	3	*1.0*
Extremely Uninterested	1	*.3*	-	-
Definitely Uninterested	1	*.3*	2	*.7*
AVERAGE (7-1)	6.20		6.14	
CAN'T SAY	-	-	-	-

OVERALL IDENTIFICATION WITH THE COMMERCIAL

Each respondent was also asked to indicate how well he/she personally related to the commercial, using a scale of numbers ranging from 1 (= "not at all") to 10 (= "very much").

Total:

The average rating for the two commercials was very high (over 7) indicating that the respondents generally related to the commercials quite well. In addition, the results show that the average ratings were almost identical for the two commercials: 7.19 for "Getting Ready" and 7.18 for "Getting Ready Revised".

These results suggest that the inclusion of visible minorities in the Test commercial did not reduce the degree to which Caucasians could identify with or associate with the commercial as a whole.

Question: And thinking of a scale of 1 to 10, where 1 is not at all and 10 is very much, please tell me how well you personally relate to the commercial as a whole?

	Commercial Shown:			
	Getting Ready		Getting Ready Revised	
	(300) #	(100) %	(300) #	(100) %
1	12	4.0	11	3.7
2	4	1.3	8	2.7
3	7	2.3	7	2.3
4	11	3.7	9	3.0
5	29	9.7	36	12.0
6	34	11.3	20	6.7
7	48	16.0	40	13.3
8	62	20.7	80	26.7
9	37	12.3	34	11.3
10	55	18.3	53	17.7
AVERAGE	7.19		7.18	
CAN'T SAY	1	.3	2	.7

COMMERCIAL REACTIONS

Each respondent was read a list of 12 words/phrases that could be used to describe the commercial they had just viewed and asked to indicate their level of agreement or disagreement as to whether or not each word/phrase did describe the commercial. Of the 12 words/phrases presented, six were positive and six negative:

Positive	Negative
Interesting	Irritating
One I wouldn't mind seeing again	Too fast
Believable	Difficult to understand
Meaningful to me	Juvenile
One I could relate to	Repetitive
Realistic	Boring

Following this, those respondents who agreed (either strongly or somewhat) that the commercial was irritating or disagreed (either strongly or somewhat) that the commercial was one they could relate to, were asked to explain what they had found irritating and/or what they were unable to relate to.

In tabulating the responses, scores were again assigned to the responses as follows:

	Score	
	Positive words or phrases	Negative words or phrases
Agree strongly	4	1
Agree somewhat	3	2
Disagree somwhat	2	3
Disagree strongly	1	4

In addition, in the following summary tables, the "negative" words or phrases have been converted into"positive" words or phrases.

Using the above scoring system to calculate weighted averages and converting all words or phrases into positive comments, permits direct comparison of all averages. Thus, in each of the following summary tables, the higher the average (to a maximum of 4), the more positive the response to the commercial.

Total:

The following table shows the average responses for the total sample.

	Average Response	
	"Getting Ready" Control	"Getting Ready Revised" Test
Interesting	3.46	3.34
Not irritating	3.54	3.51
One I wouldn't mind seeing again	3.11	3.18
Believable	3.56	3.66
Not too fast	2.89	2.98
Not difficult to understand	3.55	3.66
Meaningful to me	3.35	3.47
Not juvenile	3.47	3.51
One I could relate to	3.50	3.50
Realistic	3.56	3.55
Not repetitive	2.74	2.81
Not boring	3.44	3.48
Average Reaction	3.35	3.39

The above table shows that reactions to the two commercials were generally positive, particularly with regard to their being:

- easy to understand
- realistic
- believable
- not irritating

In addition, the tables show that the reactions to the two commercials were very similar on all twelve dimensions.

These results indicate that the inclusion of visible ethnic minorities in the Test commercial did not lead to less positive responses to this commercial.

Toronto:

The commercial reaction measures obtained for the two matched groups in Toronto are presented below.

	Average Response	
	"Getting Ready" Control	"Getting Ready Revised" Test
Interesting	3.30	3.30
Not irritating	3.33	3.42
One I wouldn't mind seeing again	2.99	3.06
Believable	3.49	3.58
Not too fast	2.62	2.85
Not difficult to understand	3.25	3.45
Meaningful to me	3.31	3.45
Not juvenile	3.24	3.46
One I could relate to	3.35	3.52
Realistic	3.52	3.47
Not repetitive	2.73	2.72
Not boring	3.24	3.32
Average Reaction	3.20	3.30

As the above table shows, reactions to the two commercials were very similar in Toronto. If anything, reactions to "Getting Ready Revised" were slightly more positive with the average scores being marginally higher for this commercial on nine of the twelve measures. However, the differences in the average scores were very minor.

London:

In London, reactions to "Getting Ready" were slightly more positive than to "Getting Ready Revised" on seven of the twelve dimensions, resulting in a slightly higher overall overage (3.53 compared with 3.46 for "Getting Ready Revised"). However, again the differences were very minor.

	Average Response	
	"Getting Ready" Control	"Getting Ready Revised" Test
Interesting	3.55	3.42
Not irritating	3.81	3.57
One I wouldn't mind seeing again	3.39	3.39
Believable	3.66	3.72
Not too fast	3.06	2.97
Not difficult to understand	3.73	3.73
Meaningful to me	3.51	3.52
Not juvenile	3.74	3.62
One I could relate to	3.62	3.47
Realistic	3.71	3.59
Not repetitive	2.90	2.94
Not boring	3.69	3.62
Average Reaction	3.53	3.46

Peterborough:

The commercial reaction measures for the Peterborough samples were:

	Average Response	
	"Getting Ready" Control	"Getting Ready Revised" Test
Interesting	3.54	3.53
Not irritating	3.48	3.54
One I wouldn't mind seeing again	2.94	3.10
Believable	3.53	3.69
Not too fast	2.99	3.11
Not difficult to understand	3.68	3.81
Meaningful to me	3.25	3.42
Not juvenile	3.47	3.44
One I could relate to	3.54	3.50
Realistic	3.44	3.59
Not repetitive	2.60	2.76
Not boring	3.39	3.49
Average Reaction	3.32	3.42

The Peterborough results were very similar to those obtained in Toronto with reactions being marginally higher for "Getting Ready Revised" on nine of the twelve dimensions. However, once again, the differences are not marked.

TOTAL OF THREE CITIES

Question: I have some statements that could be used to describe the commercial you just saw. Using this card here, please tell me how much you agree or disagree with each. The commercial was ...

	Commercial Shown:			
	Getting Ready		Getting Ready Revised	
	(300) #	(100) %	(300) #	(100) %
Interesting				
AGREE STRONGLY	170	56.7	150	50.0
AGREE SOMEWHAT	105	35.0	129	43.0
DISAGREE SOMEWHAT	17	5.7	13	4.3
DISAGREE STRONGLY	7	2.3	6	2.0
AVERAGE (4-1)	3.46		3.42	
CAN'T SAY	1	.3	2	.7
Irritating				
AGREE STRONGLY	8	2.7	10	3.3
AGREE SOMEWHAT	17	5.7	27	9.0
DISAGREE SOMEWHAT	80	26.7	63	21.0
DISAGREE STRONGLY	194	64.7	200	66.7
AVERAGE (1-4)	3.54		3.51	
CAN'T SAY	1	.3	-	-
One I wouldn't mind seeing again				
AGREE STRONGLY	116	38.7	124	41.3
AGREE SOMEWHAT	122	40.7	129	43.0
DISAGREE SOMEWHAT	34	11.3	23	7.7
DISAGREE STRONGLY	25	8.3	23	7.7
AVERAGE (4-1)	3.11		3.18	
CAN'T SAY	3	1.0	1	.3
Believable				
AGREE STRONGLY	192	64.0	215	71.7
AGREE SOMEWHAT	92	30.7	70	23.3
DISAGREE SOMEWHAT	3	1.0	8	2.7
DISAGREE STRONGLY	11	3.7	5	1.7
AVERAGE (4-1)	3.56		3.66	
CAN'T SAY	2	.7	2	.7

TOTAL OF THREE CITIES

(Continued)

	Commercial Shown:			
	Getting Ready		Getting Ready Revised	
	(300)	(100)	(300)	(100)
	#	%	#	%
Too Fast				
AGREE STRONGLY	30	*10.0*	29	*9.7*
AGREE SOMEWHAT	84	*28.0*	80	*26.7*
DISAGREE SOMEWHAT	75	*25.0*	60	*20.0*
DISAGREE STRONGLY	111	*37.0*	131	*43.7*
AVERAGE (1-4)	2.89		2.98	
CAN'T SAY	-	-	-	-
Difficult to understand				
AGREE STRONGLY	17	*5.7*	9	*3.0*
AGREE SOMEWHAT	16	*5.3*	12	*4.0*
DISAGREE SOMEWHAT	51	*17.0*	50	*16.7*
DISAGREE STRONGLY	216	*72.0*	229	*76.3*
AVERAGE (1-4)	3.55		3.66	
CAN'T SAY	-	-	-	-
Meaningful to me				
AGREE STRONGLY	159	*53.0*	176	*58.7*
AGREE SOMEWHAT	101	*33.7*	97	*32.3*
DISAGREE SOMEWHAT	20	*6.7*	18	*6.0*
DISAGREE STRONGLY	17	*5.7*	9	*3.0*
AVERAGE (4-1)	3.35		3.47	
CAN'T SAY	3	*1.0*	-	-
Juvenile				
AGREE STRONGLY	10	*3.3*	7	*2.3*
AGREE SOMEWHAT	34	*11.3*	30	*10.0*
DISAGREE SOMEWHAT	59	*19.7*	65	*21.7*
DISAGREE STRONGLY	195	*65.0*	194	*64.7*
AVERAGE (1-4)	3.47		3.51	
CAN'T SAY	2	*.7*	4	*1.3*

(Continued)

	Commercial Shown:			
	Getting Ready		Getting Ready Revised	
	(300)	(100)	(300)	(100)
	#	%	#	%
One I could relate to				
AGREE STRONGLY	181	*60.3*	178	*59.3*
AGREE SOMEWHAT	95	*31.7*	98	*32.7*
DISAGREE SOMEWHAT	12	*4.0*	14	*4.7*
DISAGREE STRONGLY	10	*3.3*	8	*2.7*
AVERAGE (4-1)	3.50		3.50	
CAN'T SAY	2	*.7*	2	*.7*
Realistic				
AGREE STRONGLY	187	*62.3*	201	*67.0*
AGREE SOMEWHAT	92	*30.7*	73	*24.3*
DISAGREE SOMEWHAT	14	*4.7*	16	*5.3*
DISAGREE STRONGLY	4	*1.3*	10	*3.3*
AVERAGE (4-1)	3.56		3.55	
CAN'T SAY	3	*1.0*	-	-
Repetitive				
AGREE STRONGLY	49	*16.3*	32	*10.7*
AGREE SOMEWHAT	72	*24.0*	88	*29.3*
DISAGREE SOMEWHAT	78	*26.0*	80	*26.7*
DISAGREE STRONGLY	94	*31.3*	95	*31.7*
AVERAGE (1-4)	2.74		2.81	
CAN'T SAY	7	*2.3*	5	*1.7*
Boring				
AGREE STRONGLY	18	*6.0*	15	*5.0*
AGREE SOMEWHAT	20	*6.7*	20	*6.7*
DISAGREE SOMEWHAT	73	*24.3*	71	*23.7*
DISAGREE STRONGLY	188	*62.7*	193	*64.3*
AVERAGE (1-4)	3.44		3.48	
CAN'T SAY	1	*.3*	1	*.3*

ASPECTS FOUND IRRITATING

Total:

Of the 300 respondents exposed to the control commercial during the course of the research, only 25 (8%) agreed either strongly or somewhat that the commercial was irritating. The aspects that were found irritating were quite diverse and included:

- the music (7 mentions)
- the repetitive nature of the commercial or the fact that the commercial had already been seen numerous times (5 mentions)
- irritation with the message itself (5 mentions).

Among the 300 respondents exposed to the Test commercial, slightly more (37 respondents or 12%) found some aspect of the commercial irritating. However, the elements that were found most irritating tended to be the same for this commercial as for the Control commercial:

- the music (13 mentions)
- repetition (6 mentions)
- irritation with the message itself (5 mentions).

In addition, 5 respondents made comments along the lines of "I find all commercials irritating".

Only one individual of the 300 exposed to "Getting Ready Revised" found the inclusion of visible ethnic minorities in this commercial irritating. (To quote: "Whoever approves these commercials seems to feel an obligation to touch on every aspect of our ethnic background".)

Toronto, London, Peterborough:

In Toronto and London, irritation levels were higher for "Getting Ready Revised" whereas in Peterborough they were marginally higher for "Getting Ready".

Percentage of individuals agreeing that commercial viewed was irritating:		Toronto	London	Peterborough
Control:	"Getting Ready"	8	4	13
Test:	"Getting Ready Revised"	14	13	10

However, with the exception of the one individual in Toronto who found the inclusion of visible ethnic minorities in "Getting Ready Revised" irritating, the elements that were found irritating were very similar for the two commercials. These elements were the common elements of the two commercials: the music, the repetitive nature of the commercial, and the message of conservation itself.

TOTAL OF THREE CITIES

Question: What did you find irritating about the commercial?

	Commercial Shown:	
	Getting Ready	Getting Ready Revised
THOSE AGREEING STRONGLY/SOMEWHAT THAT THE COMMERCIAL WAS 'IRRITATING'	# 25	# 37
MUSIC/SINGING: The music was high pressure/The words to the music/Soundtrack/The tune was irritating/Couldn't understand people singing/Music was too loud/etc.	7	13
REPETITION: Repeated too often/Just from hearing it so much/The part about conserving - conserving - conserving/etc.	5	6
OVER-ACTIVE: Too fast/Too much/Too many options/It was over-active/Rapid cameo-effect/Just flashes/Slow it down/etc.	1	3
MESSAGE: Message was irritating/Government more wasteful than homeowners/Commercial not necessary/Government should spend money on more important thing/etc.	5	5
VISIBLE MINORITIES: Whoever approves these commercials seems to feel an obligation to touch on every aspect of our ethnic background	-	1
TOO PUSHY: Conservation being pushed too much/All of it - it's too pushy/Government pushing too hard/etc.	2	1
UNREALISTIC: Too good to be true/Presentation too slick - unrealistic/That guy -- they're all too happy - they're on drugs or something/etc.	2	1
ALL COMMERCIALS IRRITATE: I find all commercials irritating/I just don't like commercials that much/There's too many of them/etc.	1	5
MISCELLANEOUS: Picture wasn't clear/I just lost my home - houses are a touchy subject with me now/etc.	2	2

ASPECTS THAT COULD NOT BE IDENTIFIED WITH:

Total:

All respondents who disagreed, either strongly or somewhat, that the commercial was "one I could relate to" were subsequently probed on what they were unable to relate to in the commercial.

Very few respondents were not able to relate to either commercial. Only 22 individuals, or 7% of those exposed to "Getting Ready", could not relate to this commercial. Exactly the same number had problems identifying with "Getting Ready Revised".

For both groups of respondents, the main reason volunteered for not being able to relate to the commercial viewed was that the commercial did not apply to them because they rented their accommodation/lived in an apartment.

In addition, a few individuals thought that the commercials were too general and lacking in relevant details. A very few were also unable to relate to the idea that there is an energy shortage.

Toronto, London, Peterborough:

The results obtained in each center were very similar to those described for the total sample. In each center, less than 10% of the respondents exposed to either commercial said that they were unable to relate to the commercial viewed. Among these respondents, the problems focused on the fact that the commercial did not apply to the individual; that it was insufficiently specific; or that the individual just did not believe that there is an energy shortage.

TOTAL OF THREE CITIES

Question: What were you unable to relate to in the commercial?

	Commercial Shown:	
	Getting Ready	Getting Ready Revised
THOSE DISAGREEING SOMEWHAT/STRONGLY THAT COMMERCIAL WAS 'ONE I COULD RELATE TO'	# 22	# 22
DOESN'T APPLY TO ME: It doesn't have too much significance to me - I don't own a house or car/Because I live in an apartment/I only rent a house so it would be the landlord who would insulate it/etc.	9	10
SHORTAGE EXAGGERATED: Don't believe there is an energy shortage/I don't believe gasoline and energywise we are in such dire straits/etc.	4	-
TOO GENERAL: It was not explanatory enough, just a jingle/Trying to get too many points of view across/ General message flippant, unclear/Don't know what they were trying to sell or show me/etc.	5	3
TYPICAL COMMERCIAL: I didn't see anything that interested me/Tends to be a little juvenile or over simplified/Typical commercial/Just a pretty picture/ etc.	2	3
NOT ALL IS WELL IN ONTARIO: The commercial implied that everything is so good in Ontario which just is not so/It's deceiving/The country is deteriorating	1	2
MISCELLANEOUS: Because I have already done all those things mentioned/My thermostat is always low/I never get around to do what they are doing -- I know they are right though/etc.	1	3
CAN'T SAY:	-	1

THOUGHTS TRIGGERED BY THE COMMERCIAL (Prompted)

Total:

All the end of the interview, each respondent was read a list of 11 statements in rotated order and asked whether any of the thoughts expressed in the statements had occurred to him/her while he/she was watching the commercial.

Four of the 11 statements concerned messages that the commercials were designed to communicate:

"There are lots of things people can do to conserve energy"
"Conserving energy will keep life good for the future"
"Lots of people are conserving energy in Ontario"
"Conserving energy can be fun"

As the following summary table shows, these messages were communicated to a large proportion of the respondents exposed to each commercial. Not surprisingly, given the similarity in the visual (with the exception of the differences in the talent used in some of the vignettes) and audio components, the results were very similar for "Getting Ready" and "Getting Ready Revised".

	Levels of agreement ("yes" responses) with each statement Total Sample	
	"Getting Ready" Control n=300 %	"Getting Ready Revised" Test n=300 %
"There are lots of things people can do to conserve energy"	98	97
"Conserving energy will keep life good for the future"	90	94
"Lots of people are conserving energy in Ontario"	72	73
"Conserving energy can be fun"	61	61

Embedded in these statements, were seven statements that directly probed reactions to the executions and, in particular, to the talent used in the two commercials. These statements were:

"The commercial looked like it took place in a town in Ontario in the Fall"
"I can relate to the scenes shown in the commercial"
"I liked the people in the commercial"
"I liked the music better than the pictures"

"The people in the commercial would be unlikely to be my friends or neighbours"
"The actors in the commercial were not representative of the people in Ontario"
"I disliked some of the people shown in the commercial".

Those respondents who agreed that any or all of the last three thoughts had occurred to them while viewing the commercial were then asked to explain why the thought(s) had occurred to them.

The following table summarizes the results obtained for the total sample. The table reveals that:

- There was a very high level of agreement (93% for each commercial) that "The commercial looked like it took place in a town in Ontario in the Fall". The overall setting of the commercials is thus realistic.

- There was also high agreement with the statement: "I can relate to the scenes shown in the commercial". Agreement with this statement reached 84% for "Getting Ready" and was even higher at 92% for "Getting Ready Revised". Thus, regardless of the talent used, the specific vignettes shown in the commercial appear to be relevant or realistic.

- Three in four respondents agreed that they "liked the people in the commercial". Levels of agreement with this statement were equally high for "Getting Ready" and "Getting Ready Revised" (75% and 78% respectively). The inclusion of visible ethnic minority groups in "Getting Ready Revised" thus did not affect the ability of the respondents to identify positively with the characters in the commercial.

- A fairly large minority of the respondents agreed that they "liked the music better than the pictures". (This result is entirely consistent with the fact that about one third of the respondents volunteered "the music/song" as one of the elements that they liked most about the commercials.) However, preference for the music was, if anything, slightly higher for "Getting Ready" and slightly lower for "Getting Ready Revised" (39% to 29%). If respondents had felt negatively towards the inclusion of visible ethnic minorities in the visuals of "Getting Ready Revised" one might have expected the results to have been the reverse of those obtained (i.e., a greater preference for the music in "Getting Ready Revised").

- Very few of the respondents said that the following thought crossed their mind while viewing either commercial: "The people in the commercial would be unlikely to be my friends or neighbours". Further, the levels at which this idea was evoked were almost identical for the two commercials: 12% for "Getting Ready" and 11% for "Getting Ready Revised". Again, these results suggest that the inclusion of visible ethnic minority groups in "Getting Ready Revised" did not have any adverse effect on the ability of the respondents to identify or associate themselves with the commercial.

- The research results also indicate that less than 10% of the respondents thought that "The actors in the commercial were not representative of the people in Ontario". Thus, the casting of the commercials appears to be realistic, as well as the overall setting. Again, criticisms of the casting were at an equally low level for both commercials.

- Finally, only 2% of the respondents exposed to either commercial said that while viewing the commercial they had the thought that they disliked some of the people shown in the commercial.

	Levels of agreement ("yes" responses) with each statement Total Sample	
	"Getting Ready" Control n=300 %	"Getting Ready Revised" Test n=300 %
"The commercial looked like it took place in a town in Ontario in the Fall"	93	93
"I can relate to the scenes shown in the commercial"	84	92
"I liked the people in the commercial"	75	78
"I liked the music better than the pictures"	39	29
"The people in the commercial would be unlikely to be my friends or neighbours"	12	11
"The actors in the commercial were not representative of the people in Ontario"	9	8
"I disliked some of the people shown in the commercial"	2	2

Inspection of the detailed tables shows that not only were "yes" responses at very similar levels for "Getting Ready" and "Getting Ready Revised", but so too was the distribution of "no" and "can't say" responses.

CRITICISMS OF THE VISUAL ASPECTS OF THE COMMERCIALS:

Amongst the minority of respondents (52 individuals or 9% of the 600 respondents interviewed) who felt that the actors in the commercial they viewed were not representative of the people of Ontario, the chief complaints were that the cast were too:

- middle-class or affluent;
- enthusiastic.

For the minority of respondents (69 individuals or 12% of the total sample) who felt that the people in the commercial were unlikely to be their friends or neighbours, the primary reasons given for this reaction were that:

- the individuals portrayed were home-owners not apartment dwellers;
- the individuals were too enthusiastic;
- the respondent's friends or neighbours were not committed to energy conservation.

Among the few respondents (11 individuals or 2% of the sample) who disliked some of the people shown in the commercial, dislikes tended to focus on the fact that the people depicted were "actors" and not "real people". One individual also objected to including an "Oriental" in "Getting Ready Revised" when "they could have used a Canadian".

In summary, detailed probing of those respondents who expressed negative reactions to the characters/personalities in the Test commercial failed to elicit any comments concerning the ethnic talent except from one individual.

Toronto, London, Peterborough:

The prompted reactions to the visual elements/talent in the Test and Control commercials obtained in each centre are summarized in the following tables.

Although the reactions of the Test and Control respondents were not identical in each centre, they were not markedly different from the results for the total sample.

There was no evidence that Test respondents in any one of the markets were particularly negative towards the inclusion of visible minorities in "Getting Ready Revised".

	Toronto	
	"Getting Ready" Control n=100 %	"Getting Ready Revised" Test n=100 %
"There are lots of things people can do to conserve energy"	97	93
"Conserving energy will keep life good for the future"	89	91
"Lots of people are conserving energy in Ontario"	64	71
"Conserving energy can be fun"	62	46
"The commercial looked like it took place in a town in Ontario in the Fall"	96	89
"I can relate to the scenes shown in the commercial"	81	92
"I liked the people in the commercial"	71	72
"I liked the music better than the pictures"	44	33
"The people in the commercial would be unlikely to be my friends or neighbours"	10	15
"The actors in the commercial were not representative of the people in Ontario"	8	7
"I disliked some of the people in the commercial"	2	3

	London	
	"Getting Ready" Control n=100 %	"Getting Ready Revised" Test n=100 %
"There are lots of things people can do to conserve energy"	99	99
"Conserving energy will keep life good for the future"	88	95
"Lots of people are conserving energy in Ontario"	75	79
"Conserving energy can be fun"	64	64
"The commercial looked like it took place in a town in Ontario in the Fall"	93	97
"I can relate to the scenes shown in the commercial"	87	92
"I liked the people in the commercial"	79	79
"I liked the music better than the pictures"	28	25
"The people in the commercial would be unlikely to be my friends or neighbours"	13	9
"The actors in the commercial were not representative of the people in Ontario"	4	8
"I disliked some of the people in the commercial"	-	2

	Peterborough	
	"Getting Ready" Control n=100 %	"Getting Ready Revised" Test n=100 %
"There are lots of things people can do to conserve energy"	99	98
"Conserving energy will keep life good for the future"	92	95
"Lots of people are conserving energy in Ontario"	76	68
"Conserving energy can be fun"	57	73
"The commercial looked like it took place in a town in Ontario in the Fall"	90	94
"I can relate to the scenes shown in the commercial"	85	93
"I liked the people in the commercial"	76	83
"I liked the music better than the pictures"	46	28
"The people in the commercial would be unlikely to be my friends or neighbours"	14	8
"The actors in the commercial were not representative of the people in Ontario"	15	10
"I disliked some of the people in the commercial"	4	-

TOTAL OF THREE CITIES

Question: Did any of these thoughts occur to you while you were watching the commerci

	Commercial Shown:			
	Getting Ready		Getting Ready Revised	
	(300)	(100)	(300)	(100)
'The actors in the commercial were not representative of the people in Ontario'	#	%	#	%
YES	27	9.0	25	8.3
NO	253	84.3	259	86.3
CAN'T SAY	20	6.7	16	5.3
'I liked the music better than the pictures'				
YES	118	39.3	86	28.7
NO	146	48.7	172	57.3
CAN'T SAY	36	12.0	42	14.0
'There are lots of things people can do to conserve energy'				
YES	295	98.3	290	96.7
NO	4	1.3	7	2.3
CAN'T SAY	1	.3	3	1.0
'The people in the commercial would be unlikely to be my friends or neighbours'				
YES	37	12.3	32	10.7
NO	256	85.3	261	87.0
CAN'T SAY	7	2.3	7	2.3
'Conserving energy will keep life good for the future'				
YES	267	89.7	281	93.7
NO	23	7.7	15	5.0
CAN'T SAY	8	2.7	4	1.3
'Conserving energy can be fun'				
YES	183	61.0	183	61.0
NO	103	34.3	102	34.0
CAN'T SAY	14	4.7	15	5.0

TOTAL OF THREE CITIES

(Continued)

		Commercial Shown:			
		Getting Ready		Getting Ready Revised	
		(300) #	(100) %	(300) #	(100) %
'I liked the people in the commercial'					
	YES	226	75.3	234	78.0
	NO	31	10.3	32	10.7
	CAN'T SAY	43	14.3	34	11.3
'I can relate to the scenes shown in the commercial'					
	YES	253	84.3	277	92.3
	NO	40	13.3	20	6.7
	CAN'T SAY	7	2.3	3	1.0
'The commercial looked like it took place in a town in Ontario in the Fall'					
	YES	279	93.0	280	93.3
	NO	13	4.3	11	3.7
	CAN'T SAY	8	2.7	9	3.0
'I disliked some of the people shown in the commercial'					
	YES	6	2.0	5	1.7
	NO	275	91.7	280	93.3
	CAN'T SAY	19	6.3	15	5.0
'Lots of people are conserving energy in Ontario'					
	YES	215	71.7	218	72.7
	NO	72	24.0	54	18.0
	CAN'T SAY	13	4.3	28	9.3

TOTAL OF THREE CITIES

Question: Why did you feel that the actors in the commercial were not representative of the people of Ontario?

	Commercial Shown:	
	Getting Ready	Getting Ready Revised
THOSE WHO SAID 'YES', THE THOUGHT OCCURRED THAT THE ACTORS IN THE COMMERCIAL WERE NOT REPRESENTATIVE OF THE PEOPLE IN ONTARIO	# 27	# 25
TOO MIDDLE CLASS: They were too middle-class/Too affluent/Too high income/All in upper class/Comfortable -- lots of people are not comfortable these days/Above average income people/etc.	10	8
TOO ENTHUSIASTIC: Just don't know anybody like that - they weren't natural/People are not that perfect/Too enthusiastic/They were actors/'Leave-it-to-Beaver' type family/etc.	11	3
CONSERVATION NOT THAT POPULAR: Nobody I know goes to so much trouble to save energy/Commercial shows people conserving energy which the people of Ontario do not/Most people in Ontario can't be bothered to conserve energy/etc.	3	1
COULD BE ANYWHERE: They could represent any province of Canada/They look more like Americans to me than Canadians/ I think they got them some place down in Connecticut - they act more like Americans	2	2
MISCELLANEOUS: Mostly young people - not a typical cross-section of Ontario/I have to look closer to see a difference/I liked the music better than the pictures/Stereotyping/There are a lot of people in Ontario -- too short a time to represent them all	1	8
REFUSED:	-	1
CAN'T SAY:	-	2

Question: Why did you feel that the people in the commercial were unlikely to be your friends or neighbours?

	Commercial Shown:	
	Getting Ready	Getting Ready Revised
THOSE WHO SAID 'YES', THE THOUGHT OCCURRED THAT THE PEOPLE IN THE COMMERCIAL WOULD BE UNLIKELY TO BE MY FRIENDS OR NEIGHBOURS	# 37	# 32
DOESN'T APPLY TO ME: I live in an apartment, not where people own their homes/I don't live in a residential area/I live in a senior citizens home/ Most of my friends live in apartments/etc.	8	11
TOO MIDDLE CLASS: Don't live in their financial bracket/They appear to be too rich for me/Too well off - they're not the average Canadian/Looks like higher class of income/etc.	4	1
TOO ENTHUSIASTIC: Didn't seem like everyday people -- all excited about laying down insulation/Not down to earth/They were playing a part/They look too friendly/People are too happy/etc.	8	6
NOT CONCERNED: My neighbours are wasteful/My friends couldn't care less about conserving energy/Can't see having friends who would feel that way about conserving energy/etc.	8	3
NOT MY AGE GROUP: My neighbours are mainly older people/My friends aren't the typical young family with children/My friends are also students/etc.	3	3
MISCELLANEOUS: Not many of my friends do commercials/I live in a quiet neighbourhood -- commercial looked too busy/People in my community don't get together like in the commercial/etc.	4	6
REFUSED:	-	1
CAN'T SAY:	2	1

Question: What did you dislike specifically about some of the people shown in the commercial?

	Commercial Shown:	
	Getting Ready	Getting Ready Revised
THOSE WHO SAID 'YES', THE THOUGHT OCCURRED: I DISLIKED SOME OF THE PEOPLE SHOWN IN THE COMMERCIAL	# 6	# 5
ACTORS: They didn't relate to anyone I know - it looks like a stage set-up/No one sings and dances while insulating - that's work!/Those people are too happy and excited about insulating/Phony/etc.	4	3
VISIBLE MINORITIES: There was an Oriental in there, they could have used a Canadian	-	1
MISCELLANEOUS: Family re-unionship - a little far fetched/They did not generally appeal to me/Just the man in the commercial in the attic/etc.	2	1

INCIDENCE OF EXPLICIT NEGATIVE REACTIONS

Throughout the course of the interview, respondents were given several opportunities to voice their opinions about the inclusion of visible ethnic minorities. In tabulating the data, particular care was taken to identify any such comments in the responses to the following questions:

> And what, if anything, in this commercial did you dislike?
>
> What was it that you didn't understand?
>
> What was it that you found difficult to accept or hard to believe?
>
> What did you find irritating about the commercial?
>
> What were you unable to relate to in the commercial?
>
> Why did you feel that the actors in the commercial were not representative of the people in Ontario?
>
> Why did you feel that the people in the commercial were unlikely to be your friends or neighbours?
>
> What did you dislike specifically about some of the people shown in the commercial?

In total, these questions yielded four negative reactions to visible minorities. These four reactions originated from only two individuals, however. Thus of the 300 people exposed to the Test commercial, less than 1% expressed an explicit comment about the inclusion of ethnic minorities in the commercial.

At the same time, when asked "what, if anything, in this commercial did you particularly like?", three of the 300 respondents (1%) exposed to the Test commercial commented favourably on the inclusion of visible ethnic minorities.

Summary of Respondents commenting in one way or other on 'Visible Minorities' after seeing Commercial: 'Getting Ready Revised'

	TOTAL	TORONTO	LONDON	PETERBOROUGH
Individuals with Positive Response *When asked: What, if anything, in this commercial did you particularly like?, these individuals commented favourably on the inclusion of visible minorities.*	3	1	-	2
Individuals with Negative Response *Unfavourable responses concerning the inclusion of visible minorities are noticed in several places but originate always with the same two respondents.*	2	1	1	-
	5	2	1	2

In addition, we found one respondent who, after seeing 'Getting Ready', the original version (All 'White' Actors), complained that the people shown in the commercial were 'Too WASP'!

APPENDIX II

PORTRAYAL OF RACIAL AND CULTURAL DIVERSITY IN ADVERTISING:

QUANTITATIVE RESEARCH

Prepared for: The Ontario Ministry of
the Attorney General
By: The Longwoods Research Group Limited

April 29, 1982
LC 495

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APPENDIX

BACKGROUND AND PURPOSE

The Ontario Government has established a Task Force to develop policy and implementation proposals with respect to the portrayal of racial and ethnic diversity in advertising and communications. This task force is acting in consultation with affected parties in the development of its implementation strategies.

It is important that eventual policy implementation in this area be sensitive to the needs and concerns of Ontario residents. Given the nature of this issue, it was agreed that research was required to determine present public perceptions and attitudes on key issues.

A qualitative study* was conducted in October, 1981, to provide a directional assessment of public opinion on the portrayal of racial and ethnic diversity in advertising.

Some of the key findings of the qualitative study were:

1) Most people appear to think that between 60-90% of Ontario's population is of white Anglo-Saxon origin.

2) The people of Ontario on the whole seem to welcome the cultural diversity of the province.

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*Exploratory Research on Portrayal of Racial and Ethnic Diversity in Advertising. The Longwoods Research Group, October 30, 1981.

3) Many people appear to think Canadian advertising in Ontario should include more members of racial or ethnic groups.

4) The Government seems to be seen to have a role and/or responsibility for making positive initiatives to ensure that its own advertising and communications provide a fair portrayal of the province's cultural diversity.

The purpose of this present study is to extend the directional findings of the first study, using a quantitative survey among a representative sample of Ontario adults.

RESEARCH OBJECTIVES

1. To determine general public perceptions of the current racial and cultural makeup of the Ontario population, specifically:

    - the proportion of the population that is white, and of Anglo-Saxon origin
    - the five largest visible cultural or racial groups in the province other than Anglo-Saxon whites.

2. To determine public perceptions of whether current advertising in Ontario accurately portrays the province's racial and cultural diversity, in terms of:

    - perceived underrepresentation and if so, of which group(s)
    - perceived overrepresentation and if so, of which group(s).

3. To determine public perceptions of the manner in which racial or cultural groups are currently portrayed in advertising, specifically:

    - whether the portrayal is judged to be accurate or inaccurate, and reasons why
    - if the portrayal is judged inaccurate, how it can be improved.

4. To determine public attitudes towards Ontario Government advertising using cultural and racial groups, in terms of:

   - whether Ontario Government advertising should be changed to increase or decrease minority representation, and reasons why

   - the extent to which those desiring the inclusion of more racial or ethnic groups would support increased Government spending on such advertising, and reasons why or why not.

5. To develop profiles of those groups of particular interest:

   - those favouring and opposing changes to Government advertising practices

   - those who estimate the proportion of white Anglo-Saxons in the Ontario population to be less than 50% and those who estimate it to be 50% or greater.

METHOD

The data were gathered on the February Wave of the Gallup Ontario Omnibus survey. A total of 1040 individuals 18 years of age or older were personally interviewed in their homes during the period of February 22 to 28, 1982.

The Gallup Ontario Omnibus is a modified probability sample, designed to provide an approximation of the adult population 18 years of age or older, excluding those in institutions or those residing in inaccessible far Northern regions. Prior to data analyses, the sample undergoes a demographic weighting to ensure the correct age and sex balance.

Basic data on the respondents, further details on the sampling procedure and the questionnaire used are contained in the Appendix.

HIGHLIGHTS AND CONCLUSIONS

A representative survey of 1,040 Ontario adults was conducted to determine public opinion on the portrayal of racial and cultural diversity in Government advertising. This survey was designed to confirm and extend the findings of an earlier exploratory study*.

1. Although most Ontario residents are able to formulate an opinion regarding the portrayal of racial diversity in advertising, this would not appear to be a key issue for them. It is likely that many respondents had not explicitly considered this issue prior to this survey:

- When asked whether future Ontario Government advertising should contain more, the same, or fewer members of cultural or racial groups, 21% of residents had no opinion, and a further 15% indicated that they 'don't care'.
- Twenty-four percent of residents 'didn't know' how accurate is the current portrayal of minority groups in advertising; a further 20% claimed not to have seen such advertising.

2. Nevertheless, feelings about racial diversity were generally positive. The majority of residents accept the current level of ethnic participation in advertising, and there is also sizeable support for a policy of increased participation. Should advertising be changed to include a gradual increase in ethnic content this would likely not arouse adverse public reaction:

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*Exploratory Research on Portrayal of Racial and Ethnic Diversity in Advertising. The Longwoods Research Group, October 30, 1981.

- One in four residents would like to see more members of cultural and racial groups in future Ontario Government advertising, because they feel these groups 'are not being sufficiently represented'. Of the remaining, most were neutral, with only a very small number of residents (7%) opposing a policy of increased representation.

- Half of those who would like to see more members of cultural and racial groups in future Ontario Government advertising would support this policy even if it meant increased spending.

- One third of Ontario residents feel that certain cultural or racial groups, particularly visible minorities (Blacks, East Indians, Chinese) are underrepresented in current advertising in Ontario. Only one in ten feels that certain groups are overrepresented in advertising in Ontario.

- Residents are divided about whether current advertising portrays cultural and ethnic groups accurately. About one third rate the portrayal accurate; 20% feel it is inaccurate and 24% don't know. A further 20% indicate that they have not seen any advertising using cultural or racial groups and therefore cannot assess its accuracy.

- Those who rated the portrayal to be accurate felt that current advertising does present a multicultural approach. On the other hand, those who rated the portrayal of cultural and racial groups in current advertising to be inaccurate expressed concerns about inaccuracies in both numbers of minorities and the way in which they are portrayed. They indicated that 'some of the things they say are not true', or referred to stereotyping or insufficient representation of all minority groups.

- Residents who judged the current portrayal to be inaccurate suggested that it could be improved by:
    - using more members of minority groups and giving them more air time
    - letting minority groups advertise the same products Anglo-Saxons do
    - eliminating stereotyping.

3. Greatest support for a policy of increased minority group representation in future Ontario Government advertising may be found among:

- residents of Metro Toronto or other larger communities, rather than those in smaller communities
- younger, rather than older, people
- visible minorities or Southern Europeans, rather than those of white, Anglo-Saxon origin
- the more highly educated.

4. The earlier exploratory study indicated that Ontario residents welcome the racial and cultural diversity of the province. Despite this attitude, residents are not well informed about the exact make-up of the population:

- Only about one third of residents accurately estimate the proportion of Anglo-Saxon whites to be between 50% and 70%.

- Residents judge Italians to be the largest and most visible cultural or racial group in the province.

MAIN FINDINGS

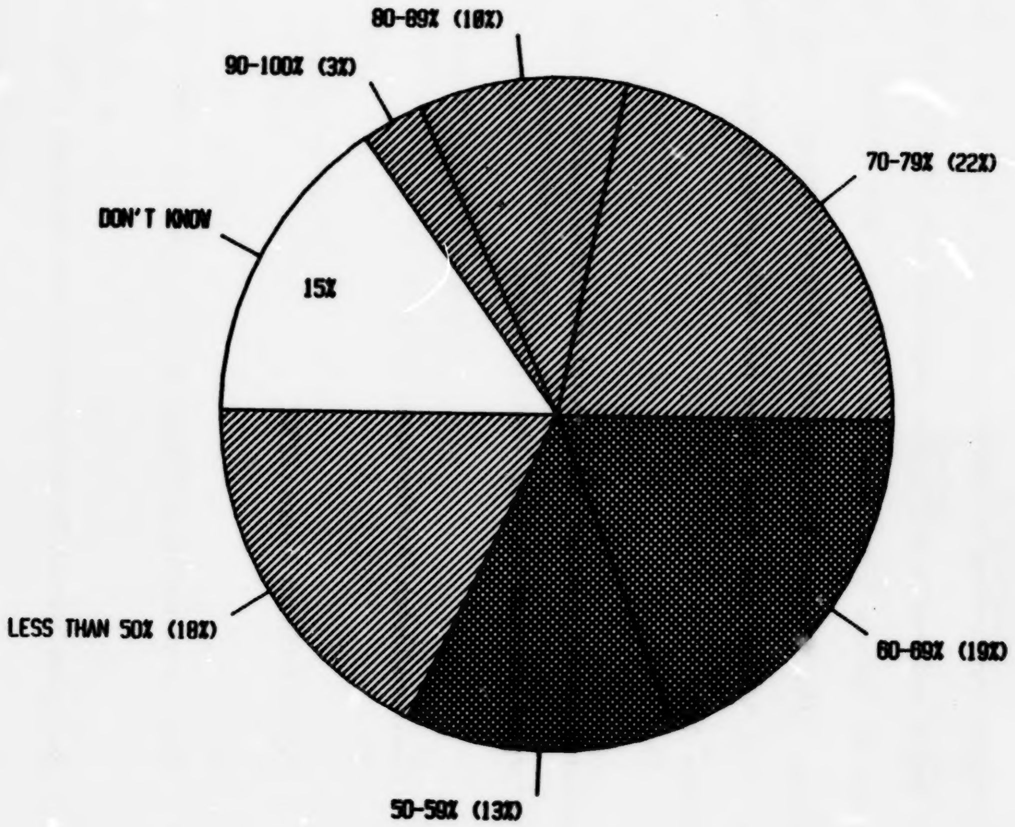
PERCEIVED DIVERSITY OF ONTARIO POPULATION

Respondents were asked to estimate the proportion of Ontario's population as a whole that is white, and of Anglo-Saxon origin. Their estimates are summarized in Figure 1.

- About half Ontario residents think that 60-90% of Ontario's population is of white, Anglo-Saxon origin (54%); only about one in three perceives it quite accurately as being between 50-70% (32%). Less than one in five residents saw Ontario's population as being less than 50% white, Anglo-Saxon (18%).

FIGURE 1

PERCEIVED DIVERSITY OF ONT. POPULATION *



* "What percentage of Ontario's population as a whole would you say is white, and of Anglo-Saxon origin?"

Respondents were asked to identify the five largest and most visible cultural and racial groups in Ontario. Table I summarizes their responses:

- Confirming the findings of the qualitative study, Italians were identified as the largest and most 'visible' group, larger and more 'visible' than Blacks, East Indians or Chinese (First Mention: Italians: 34%; Blacks: 12%; East Indians: 10%; Chinese: 8%). In addition, French were perceived to be larger and more 'visible' than these three non-white racial groups (First Mention: French: 14%).

- Residents named a variety of cultural and racial groups in their list of the five largest and most 'visible'. These included:

    - Germans/Dutch (All Mentions: 24%)

    - Orientals/South Asians (22%)

    - East Europeans/Slavic/Polish/Ukranian/Croatians (22%)

    - Portugese/Spanish/South American/Latin American (19%)

TABLE I

WHAT WOULD YOU SAY IS THE LARGEST VISIBLE CULTURAL OR RACIAL GROUP IN THIS PROVINCE OTHER THAN ANGLO-SAXON WHITES? (WHICH IS THE SECOND LARGEST GROUP? AND WHICH IS THE THIRD, FOURTH, AND THE FIFTH LARGEST CULTURAL OR RACIAL GROUP?)

	% RESPONDENTS	
	First Mention (1040)	All Mentions (1040)
Italians	34	70
French/French Canadians	14	26
Blacks/West Indians/Jamaicans/ Caribbean/Coloured	12	45
East Indian/Pakistanis	10	49
Chinese	8	42
Orientals/South Asians/Vietnamese/ Cambodian/Koreans	3	22
Portugese/Spanish/South Americans/ Latin Americans	2	19
Germans/Dutch	2	24
East Europeans/Slavic/Polish/ Croatians/Ukranians	1	22
North American Indian/Metis	1	4
Jews	1	5
Greeks/Macedonians	*	11
Japanese	*	6
Arabians/Lebanese/Syrians	*	2
Scandinavians/Finnish/Danish	*	2
Largest Other	*	*
Don't know/Not stated	9	9

*Less than 0.5%

REPRESENTATION OF CULTURAL AND RACIAL GROUPS IN ADVERTISING

Respondents were asked if some cultural or racial groups (other than Anglo-Saxon whites) are currently over- or underrepresented in advertising in Ontario. Respondents perceiving misrepresentation were asked to name the affected groups. Responses are displayed in Figures 2 and 3 and Tables 2 and 3.

- About one third of residents feel that certain cultural or racial groups are currently underrepresented in Ontario advertising (32%).

- Those cultural or racial groups mentioned most often as being underrepresented in advertising were:

    - Blacks (45%)

    - East Indians (30%)

    - Chinese (24%)

    - Italians (21%)

- Those who perceived underrepresentation were more likely to be:

    - in Metro Toronto (38%) and communities over 100,000 in population (35%)

    - among younger people (18-29: 41%)

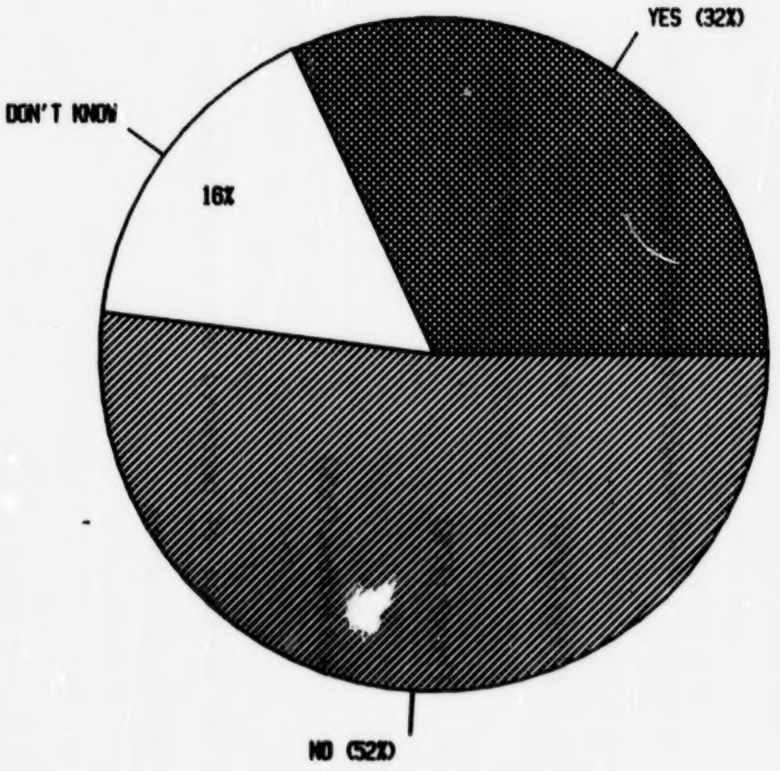
  - among those more highly educated (University or more: 48%)
  - among those with higher household income ($30,000 or over: 40%)
  - among members of visible minorities* (50%).
- Only one in ten residents thinks certain groups are overrepresented in Ontario advertising.
- Groups most often thought to be overrepresented include:
  - Blacks (42%)
  - French (27%)
  - East Indians (14%)
- The incidence of perceived overrepresentation does not differ across demographic groups.

---

*Racial or cultural origin: Black/East Indian/Chinese/Oriental/Japanese/
N.American Indian

FIGURE 2

PERCEIVED UNDER-REPRESENTATION IN ADS *



* "Do you feel that some cultural and racial groups, other than Anglo-Saxon whites are currently under-represented in advertising in this province?"

TABLE 2

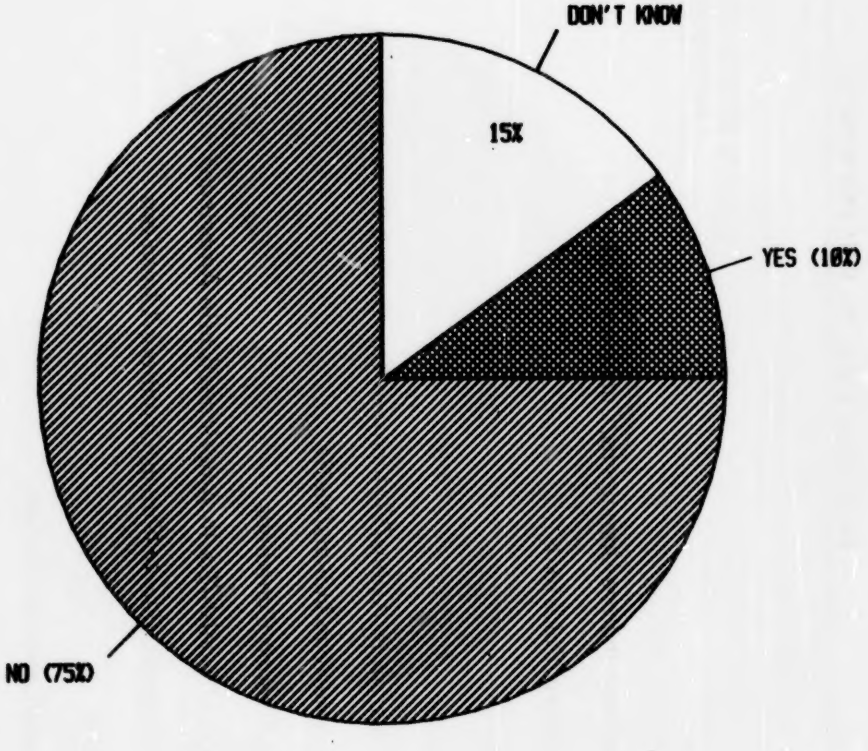
WHICH CULTURAL OR RACIAL GROUPS OTHER THAN ANGLO-SAXON WHITES ARE CURRENTLY UNDERREPRESENTED IN ADVERTISING IN THIS PROVINCE?

	% RESPONDENTS PERCEIVING UNDERREPRESENTATION (328)
Blacks/West Indians/Jamaicans/Caribbean/Coloured	45
East Indians/Pakistanis	30
Chinese	24
Italians	21
Orientals/South Asians/Vietnamese/Cambodians/Koreans	15
North American Indians/Metis	9
French/French Canadians	8
Portugese/Spanish/South Americans/Latin Americans	6
East Europeans/Slavic/Polish/Croatians/Ukranians	5
Japanese	2
Arabians/Lebanese/Syrians	2
All of them/All races	7
Largest other	*
Don't know/Not stated	3

*Less than 0.5%

FIGURE 3

PERCEIVED OVER-REPRESENTATION IN ADS *



* "Do you feel that some cultural and racial groups other than Ango-Saxon whites are currently over-represented in advertising in this province?"

TABLE 3

WHICH CULTURAL OR RACIAL GROUPS OTHER THAN ANGLO-SAXON WHITES ARE CURRENTLY OVERREPRESENTED IN ADVERTISING IN THIS PROVINCE?

	% RESPONDENTS PERCEIVING OVERREPRESENTATION (107)
Blacks/West Indian/Jamaicans/Caribbean/Coloured	42
French/French Canadians	27
East Indians/Pakistanis	14
Chinese	6
Orientals/South Asians/Vietnamese/Cambodians/Koreans	6
Portugese/Spanish/South Americans	3
Largest other	*
Don't know/Not stated	5

*Less than 0.5%

DOES ADVERTISING ACCURATELY PORTRAY CULTURAL AND RACIAL GROUPS?

Respondents were asked if, in their opinion, current advertising in Ontario presents cultural or racial groups accurately. Figure 4 displays their responses, and Tables 4 and 5 summarize the reasons why or why not.

- About one third of residents thinks Ontario advertising presents cultural or racial groups accurately (35%), with about one in ten rating the portrayal 'very' accurate (9%). Two in ten rate the portrayal as inaccurate (20%), and a small number rate it as 'very' inaccurate (5%). The remaining respondents indicated they had not seen advertising using racial or cultural groups (20%), or could not evaluate how accurate their portrayal is (24%).

- Respondents who judged the current portrayal of minorities to be accurate felt that the advertising 'had a multicultural approach' (21%) or 'presented people the way they are' (17%). Many indicated a general satisfaction with the portrayal ('it is alright') (20%).

- Respondents who judged the portrayal to be inaccurate felt that 'some of the things they say are not true' (27%); that the portrayal is stereotyped (17%) or that not enough groups are represented (17%).

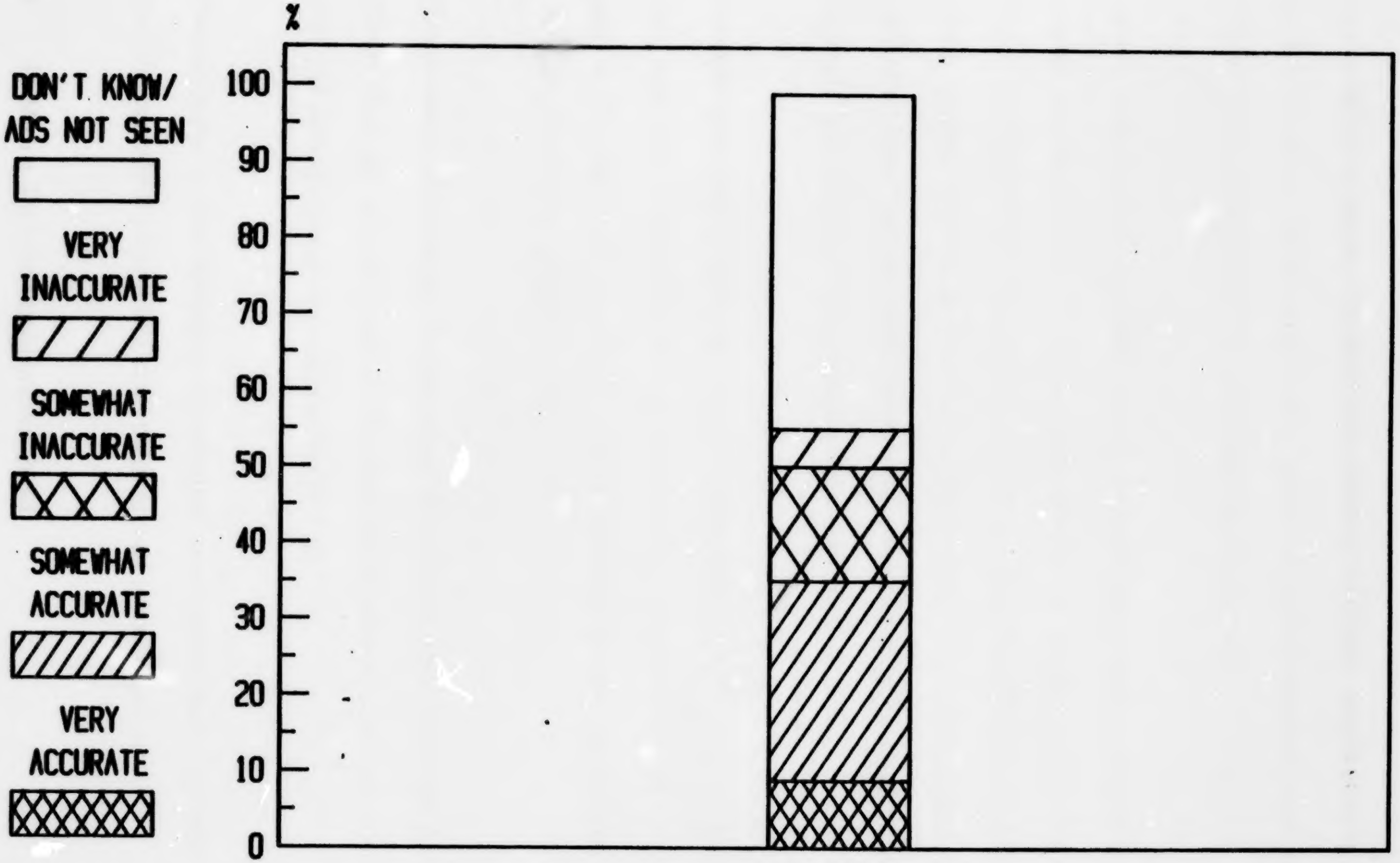
- Respondents in the following subsamples were more likely to feel that the current portrayal of cultural and racial groups is inaccurate:

    - in Metro Toronto (Inaccurate: 26%)

- among younger people (18-29: 27%)
- among those more highly educated (University or more: 29%).

FIGURE 4

ACCURACY OF PORTRAYAL IN ADS *



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* "Now, I'd like you to think about the way in which cultural and/or racial groups are portrayed or depicted in advertising in this province. Would you say that current advertising in Ontario presents cultural or racial groups...?"

TABLE 4

WHY DO YOU SAY THAT CURRENT ADVERTISING IN ONTARIO PRESENTS CULTURAL OR RACIAL GROUPS ACCURATELY?

	% RESPONDENTS JUDGING PORTRAYAL VERY/ SOMEWHAT ACCURATE (363)
They have used a multicultural approach/ not biased	21
Generally Satisfied: They are alright	20
Presents people the way they are	17
Most of the races are portrayed accurately	4
On multicultural television shows they are presented accurately	2
They are demonstrating something that relates to their culture	2
Does not portray differences in cultures	9
Miscellaneous other comments	12
Don't know/Not stated	12

TABLE 5

WHY DO YOU SAY THAT CURRENT ADVERTISING IN ONTARIO PRESENTS CULTURAL OR RACIAL GROUPS INACCURATELY?

	% RESPONDENTS JUDGING PORTRAYAL VERY/ SOMEWHAT INACCURATE (208)
Some of the things they say are not true	27
Not enough racial groups represented	17
Stereotyped/cliched	17
Exaggerated/unreal	9
Unbalanced proportion of racial groups	5
Doesn't show what culture is really like	4
Portrayed in less important functions than whites	1
Emphasis on product advertised, not people	2
Miscellaneous other comments	12
Don't know/Not stated	11

Respondents who judged the current portrayal of cultural and ethnic groups to be inaccurate, were then asked how the advertising could be improved. Their responses are summarized in Table 6.

- A variety of suggestions were provided by respondents. These included:
  - use more groups and give them more air time (17%)
  - let minority groups advertise the same products Anglo-Saxons do (16%)
  - don't stereotype (15%)
  - consult the racial groups first (7%)
  - relate the advertising to the needs of the minorities (5%).

TABLE 6

HOW DO YOU THINK ONE COULD IMPROVE THE WAY IN WHICH CULTURAL OR RACIAL MINORITIES ARE PRESENTED IN ADVERTISING?

	% RESPONDENTS JUDGING PORTRAYAL VERY/ SOMEWHAT INACCURATE (208)
Use more groups/give them more air time	17
Treat them as equals/Advertise the same things Anglo-Saxons do	16
Don't stereotype	15
Consult racial groups first	7
Relate person with product/Direct more things to needs of minorities	5
The advertising agency should consider it more	3
Learn more about cultures	2
There shouldn't be any advertising about them at all/ They can't get the product across the same	11
Miscellaneous other comments	13
Don't know/Not stated	21

FUTURE PORTRAYAL OF CULTURAL AND ETHNIC GROUPS IN ONTARIO GOVERNMENT ADVERTISING

Respondents were asked if future advertising by the Ontario Government should contain more, the same, or fewer members of cultural or racial groups, and why. Their answers are displayed in Figure 5 and Tables 7-9.

- About one in four Ontario residents think that future Ontario Government advertising should contain more members of cultural and racial groups than it currently does (24%). One in three thinks that current representation is adequate (33%). A small number would like to see fewer members of racial or cultural groups (7%). In all, 21% gave no opinion on this question, while a further 15% indicated that they 'don't care'.

- Those who indicated that ads by the Ontario Government should contain more members of cultural or racial groups felt that current levels do not adequately represent the cultural make-up of the province (58%). Some felt that the role of the Government ads was to educate people about minorities (15%) or to set a positive example (6%).

- Those who felt that the current representation is adequate expressed general satisfaction ('no complaints') (33%) or stated that 'everybody is equally represented' (35%). A small number indicated that the Government should not differentiate between cultural or racial groups and other Canadians (6%).

- Those wishing to see less representation of cultural and racial groups in Ontario Government advertising felt that the Government is 'helping cultural groups too much now' (26%); that there were too many minorities in Ontario (23%); or that 'ethnic groups should try to be more Canadian' (19%).

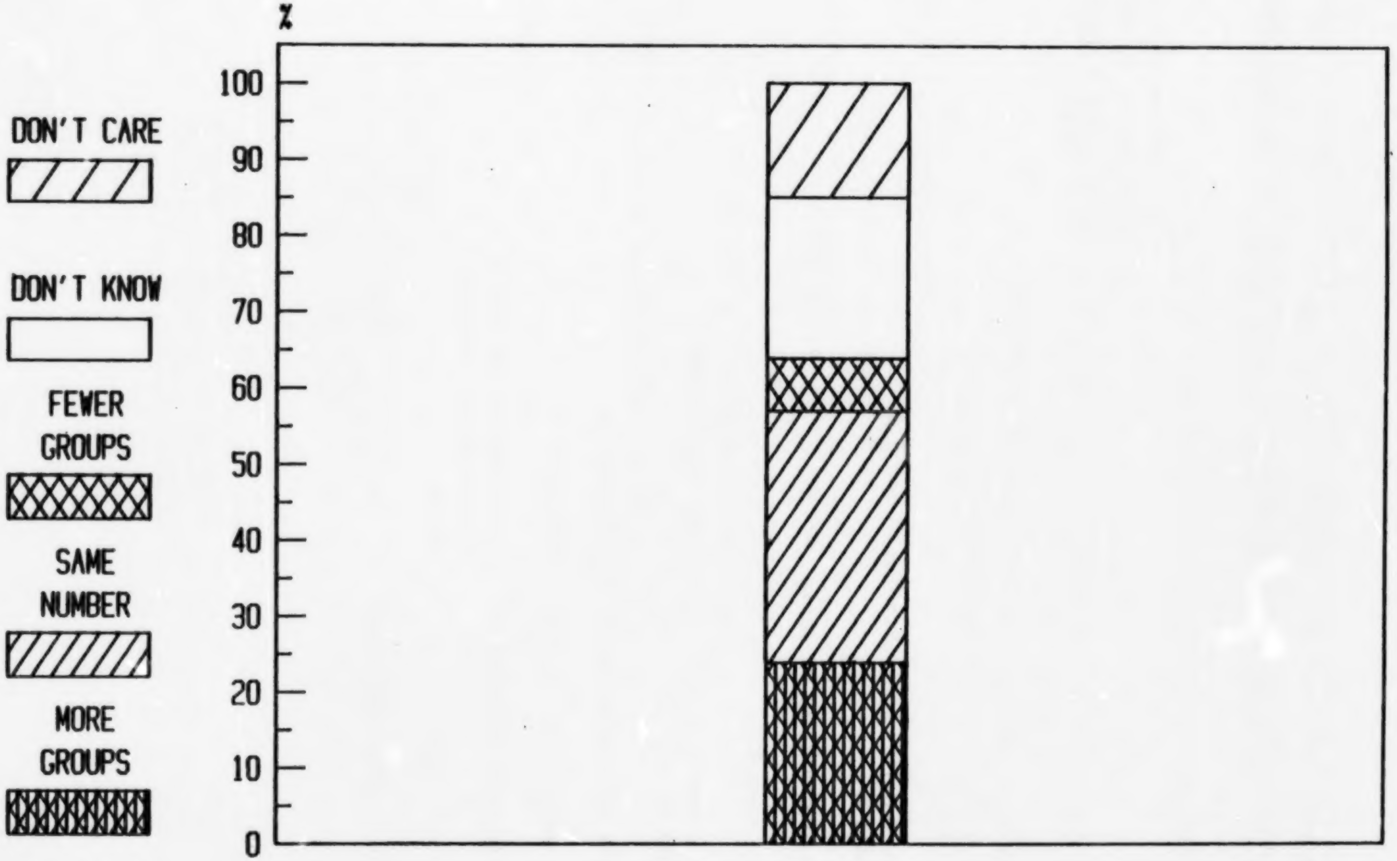
- A higher incidence of residents wishing to see more representation of cultural and racial groups in Ontario was seen among the following:
  - in Metro Toronto (32%)
  - among younger people (18-49: 30%)
  - among those whose Mother Tongue is neither English nor French (31%)
  - among those with higher education (University or more: 36%)
  - among visible minorities (48%) or Southern Europeans* (44%)

---

*Racial or cultural origin: Italian/Greek/Macedonian/Portugese/Spanish/South American/Latin American

FIGURE 5

FUTURE PORTRAYAL IN ONTARIO GOV'T ADS *



* "Now I will ask you a question about the portrayal of cultural or racial groups in Ontario Government advertising and communications in particular.
Some people have suggested that the Ontario Government, in its own advertising and communications, should set an example for private sector advertising.
With this in mind, do you personally think that advertising by the Ontario Government should include: more, the same number, or fewer members of cultural and racial groups?"

TABLE 7

WHY DO YOU SAY THAT ADVERTISING BY THE ONTARIO GOVERNMENT SHOULD CONTAIN MORE MEMBERS OF CULTURAL OR RACIAL GROUPS?

		% RESPONDENTS INDICATING MORE REPRESENTATION (253)
Cultural groups make up a larger proportion of population/Are not being sufficiently represented		58
To develop a better understanding of groups/ To educate		15
Government should set example		6
To prevent prejudice		5
To create a better image - something racial groups can relate to		5
For greater representation of specific groups		4
General Positive Comments:	Wouldn't hurt	4
General Negative Comments:	Feel as though I'm having French shoved down my throat	4
Miscellaneous other comments		4
Don't know		4

TABLE 8

WHY DO YOU SAY THAT ADVERTISING BY THE ONTARIO GOVERNMENT SHOULD CONTAIN THE SAME NUMBER OF CULTURAL OR RACIAL GROUPS AS IT CURRENTLY DOES?

	% RESPONDENTS INDICATING SAME REPRESENTATION (339)
Everybody equally represented	35
No complaint/Satisfied with the way it is now	33
Shouldn't differentiate between racial groups and other Canadians	6
General Positive Comments: Their efforts are starting to show	3
They want to send their message to all people	2
Waste of money	3
I don't want to see more cultural groups	6
Miscellaneous other comments	4
Don't know/Not stated	9

TABLE 9

WHY DO YOU SAY THAT ADVERTISING BY THE ONTARIO GOVERNMENT SHOULD CONTAIN FEWER MEMBERS OF CULTURAL AND RACIAL GROUPS?

	% RESPONDENTS INDICATING LESS REPRESENTATION (73)
Government helping cultural groups too much now	26
Too many now/Shouldn't be here	23
Ethnic groups should try to be more Canadian	19
Miscellaneous other comments	23
Don't know/Not stated	11

Respondents who thought there should be more cultural or racial groups in Ontario Government advertising were asked if they would feel the same way if it meant Government spending on advertising would increase. Their responses, and reasons, are displayed in Figure 6 and Tables 10-12.

- Half of residents supporting the policy of greater representation, continue to support it even if it meant increased spending (50%). Thirty percent withdrew their support, and a small percentage gave conditional support ('it depends how much more') (9%), gave no opinion (9%) or said they 'don't care' (2%).

- Those who continue to support greater representation with increased spending wished 'to be fair' to the minorities (22%); felt that the spending would be worthwhile if it made people aware of other cultural groups (21%); or assisted in overcoming a societal problem (15%).

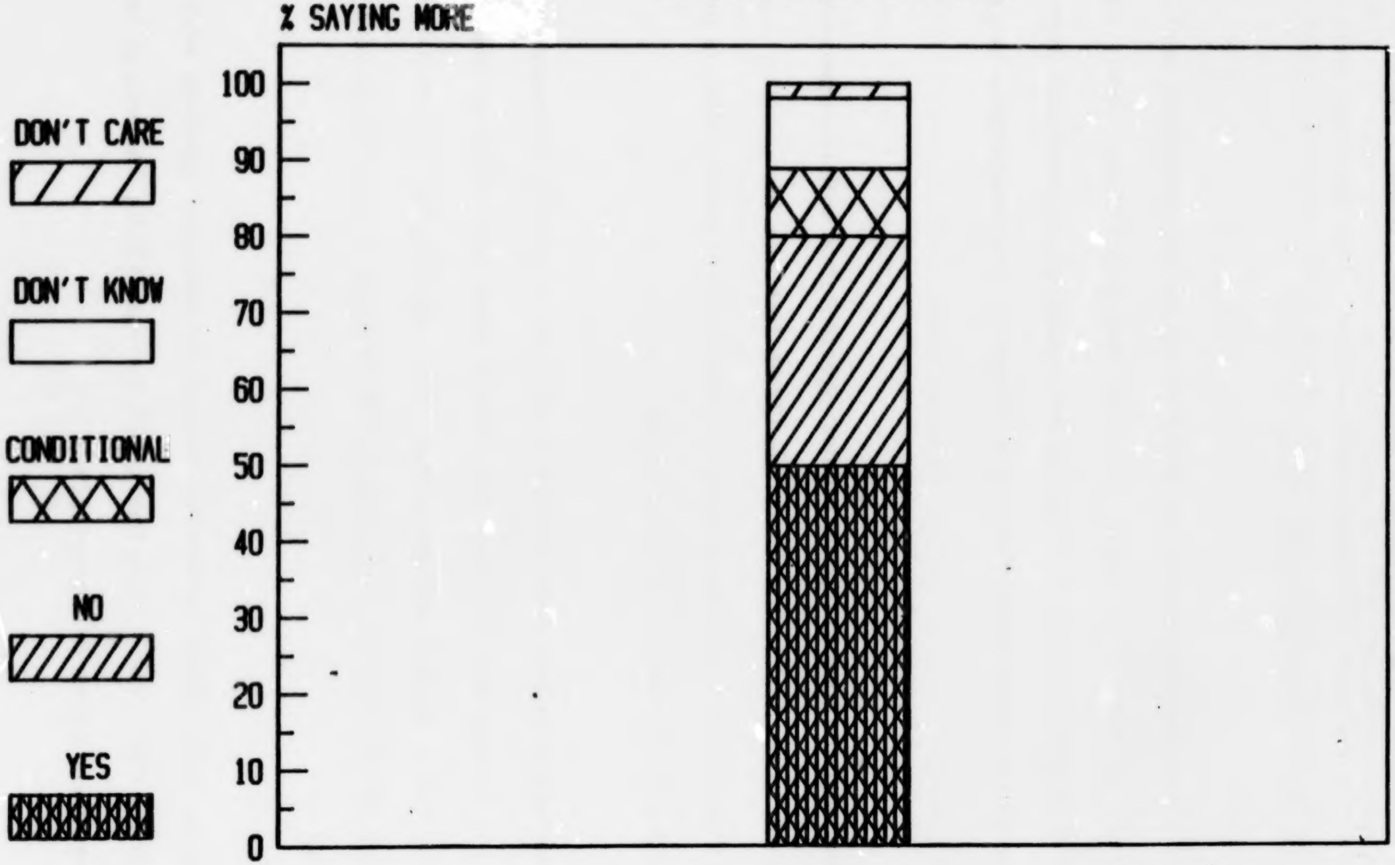
- Those who withdrew their support in the face of possible increased spending by the Government felt they 'pay enough taxes now' (47%) or thought the policy not important enough (18%). Some specifically indicated that the policy did not warrant more than a 10% increase in spending on advertising (13%)

- Finally, those giving conditional support to increased spending wanted to know the cost: 'not if more than a 10% increase' (35%); 'depends on how the Government spends its money' (22%).

FIGURE 6

COMMITMENT TO MORE GROUPS IN GOV'T ADS *

(WITH INCREASED SPENDING)



* "Would you feel the same way if including more members of cultural or racial groups meant the Ontario Government would have to spend more money on its advertising?"

TABLE 10

WHY DO YOU SAY YOU WOULD FEEL THE SAME WAY IF INCLUDING MORE MEMBERS OF CULTURAL OR RACIAL GROUPS MEANT THE ONTARIO GOVERNMENT WOULD HAVE TO SPEND MORE MONEY ON ITS ADVERTISING?

	% RESPONDENTS SUPPORTING INCREASED SPENDING (127)
To be fair/If spending on one culture, should spend on others	22
Make people aware that other people than whites live here	21
I don't mind paying money to help society overcome its problems	15
General Positive Comments: It's worthwhile	13
Not if increase is more than 10%	8
More advertising means more funding	7
Miscellaneous other comments	11
Don't know	4

TABLE II

WHY DO YOU SAY THAT YOU WOULD NOT FEEL THE SAME WAY IF INCLUDING MORE MEMBERS OF CULTURAL OR RACIAL GROUPS MEANT THE ONTARIO GOVERNMENT WOULD HAVE TO SPEND MORE MONEY ON ITS ADVERTISING?

	% RESPONDENTS NOT SUPPORTING INCREASED SPENDING (77)
We pay enough taxes now	47
Should spend money on more important things	18
Not if increase is more than 10% more	13
Miscellaneous other comments	22
Don't know	4

TABLE 12

WHY DO YOU SAY THAT "IT DEPENDS", WHEN INCLUDING MORE MEMBERS OF CULTURAL OR RACIAL GROUPS MEANT THE ONTARIO GOVERNMENT WOULD HAVE TO SPEND MORE MONEY ON ITS ADVERTISING?

	% RESPONDENTS GIVING CONDITIONAL SUPPORT (23)
Not if increase is more than 10%	35
Depends how the Government spends its money	22
General Qualified: If it is worthwhile, depends on what and why they are advertising	18
Miscellaneous other comments	13
Don't know/Not stated	13

PROFILE OF THOSE SUPPORTING VARIOUS LEVELS OF CULTURAL OR RACIAL REPRESENTATION IN FUTURE ONTARIO GOVERNMENT ADVERTISING

Table 13 displays demographic and attitudinal profiles of those supporting more, the same and fewer minority groups in future Ontario Government advertising.

- In comparison with the general population, those supporting increased representation (including those supporting increased spending) are:
    - in Metro Toronto (42%), but not in Eastern or Northern Ontario (13% and 7% respectively)
    - in larger communities (over 100,000 in population: 69%)
    - younger (18-29: 43%)
    - less likely to be Anglo-Saxon in origin (46%), but more likely to be a member of a visible minority (10%) or Southern European (12%)
    - more highly educated (University or More: 23%)
    - much more likely to think there is underrepresentation of minority groups in advertising (67%)
    - much more likely to think the current portrayal of minority groups in advertising is inaccurate (39%).

TABLE 13

PROFILE OF THOSE SUPPORTING MORE, SAME AND FEWER MINORITY GROUP MEMBERS IN FUTURE ONTARIO GOVERNMENT ADVERTISING

	TOTAL	MORE MEMBERS		SAME NUMBER	FEWER MEMBERS	DON'T KNOW	DON'T CARE
		Total	With Increased Spending				
	(1040)	(253)	(127)	(339)	(73)	(219)	(156)
REGION							
Metro Toronto	32	$\boxed{42}$	$\boxed{41}$	32	29	26	26
Metro Toronto Outskirts	14	11	9	16	3	16	15
Eastern Ontario	19	⑬	⑬	16	27	23	28
Western Ontario	26	27	28	27	36	25	21
Northern Ontario	9	⑦	⑨	9	5	10	10
COMMUNITY SIZE							
Over 100 M	60	$\boxed{69}$	$\boxed{72}$	61	55	59	50
10 M to 100 M	13	13	17	11	14	17	11
Under 10 M	27	18	11	28	31	24	39
AGE							
18 - 29	31	$\boxed{43}$	$\boxed{42}$	27	18	26	30
30 - 49	35	40	44	36	29	36	29
50 and over	33	17	13	34	$\boxed{51}$	37	40
Not stated	1	-	1	3	2	1	1
GENDER							
Male	50	50	52	52	52	45	51
Female	50	50	48	48	48	55	49
MOTHER TONGUE							
English	77	75	74	83	77	73	79
French	7	6	6	4	8	11	7
Other	16	20	20	13	15	16	14
RACIAL OR ETHNIC ORIGIN							
Anglo-Saxon	56	㊻	㊹	58	62	54	66
Visible Minorities	5	$\boxed{10}$	7	3	-	5	4
French	11	9	10	11	14	12	8
European	16	17	16	19	19	15	11
Southern European	7	$\boxed{12}$	14	5	3	8	3
Not stated	5	6	9	4	2	6	8
EDUCATION							
Public shcool	16	7	8	14	19	20	26
High School	68	69	69	70	71	66	65
University or more	16	$\boxed{23}$	$\boxed{23}$	16	10	14	9
OCCUPATION							
Professional/ Executive	19	20	16	21	18	18	14
Sales/clerical	14	15	20	17	11	10	13
Labour	21	21	26	17	25	23	26
Other	44	43	38	43	44	46	44
Not stated	2	1	-	2	2	3	3

TABLE 13
(CONTINUED)

PROFILE OF THOSE SUPPORTING MORE, SAME AND FEWER MINORITY GROUP MEMBERS IN FUTURE ONTARIO GOVERNMENT ADVERTISING

	TOTAL	MORE MEMBERS		SAME NUMBER	FEWER MEMBERS	DON'T KNOW	DON'T CARE
		Total	With Increased Spending				
	(1040)	(253)	(127)	(339)	(73)	(219)	(156)
HOUSEHOLD INCOME							
Under $10,000	10	8	6	9	19	13	7
$10,000 - $14,999	12	13	11	13	7	12	9
$15,000 - $19,999	11	11	9	10	5	10	16
$20,000 - $29,999	21	24	28	21	26	18	18
$30,000 and over	24	25	28	26	21	21	22
Not Stated	22	19	18	21	22	26	28
PERCEIVED DIVERSITY OF PROVINCE							
50%+ Anglo-Saxon	67	69	68	69	69	59	64
Less than 50% Anglo-Saxon	18	24	25	19	21	12	16
Don't know	15	7	7	12	10	29	20

	TOTAL	MORE MEMBERS Total	MORE MEMBERS With Increased Spending	SAME NUMBER	FEWER MEMBERS	DON'T KNOW/ DON'T CARE
UNDERREPRESENTATION OF MINORITY GROUPS IN ADS						
Yes	32	67	68	25	18	16
No	52	27	25	68	70	53
Don't know/Not stated	16	6	7	7	12	31
OVERREPRESENTATION OF MINORITY GROUPS IN ADS						
Yes	10	13	11	6	36	8
No	75	79	84	87	56	64
Don't know/Not stated	15	8	5	7	8	28
JUDGED ACCURACY OF PORTRAYAL IN ADS						
Accurate	35	35	37	53	37	18
Inaccurate	20	39	34	16	24	11
Don't know/Not stated	25	14	13	15	19	41
Have not seen Ads using Cultural or Racial Groups	20	12	12	16	20	30

PROFILES OF THOSE GIVING HIGHER AND LOWER ESTIMATES OF THE WHITE ANGLO-SAXON POPULATION IN ONTARIO

Table 14 displays demographic and attitudinal profiles of those who estimate the province's proportion of Anglo-Saxon whites to be less than 50%, and 50% or greater.

- In comparison with the general population, those who give lower estimates of the white Anglo-Saxon population are:
  - in Metro Toronto (49%), but not in Northern Ontario (4%)
  - in larger communities (over 100,000 in population: 75%)
  - more highly educated (University or More: 24%)
  - more likely to see both over - and underrepresentation of certain groups in advertising (42% and 16% respectively)
  - more likely to judge the current portrayal of minorities in advertising to be inaccurate (31%)
  - a little more likely to support greater representation of minority groups in Ontario Government advertising (31%) and especially supportive of increased spending (17%).

TABLE 14

PROFILE OF THOSE WHO ESTIMATE PROVINCE'S PROPORTION OF ANGLO-SAXON WHITES TO BE LESS THAN 50%, AND 50% OR GREATER

	TOTAL (1040)	LESS THAN 50% WHITE ANGLO-SAXON (191)	50% OR GREATER WHITE ANGLO-SAXON (677)
REGION			
Metro Toronto	32	49	29
Metro Toronto Outskirts	14	14	13
Eastern Ontario	19	12	22
Western Ontario	26	21	28
Northern Ontario	9	4	8
COMMUNITY SIZE			
Over 100 M	60	75	59
10 M - 100 M	13	7	15
Under 10 M	27	18	28
AGE			
18 - 29	31	34	32
30 - 49	35	39	34
50 and over	33	26	33
Not stated	1	1	1
GENDER			
Male	50	51	53
Female	50	49	47
MOTHER TONGUE			
English	77	76	80
French	7	5	7
Other	16	19	13
RACIAL ETHNIC ORIGIN			
Anglo-Saxon	56	58	57
Visible Minorities	5	3	5
French	11	8	11
European	16	17	17
Southern European	7	8	7
Not stated	5	6	3
EDUCATION			
Public School	16	10	15
High School	68	66	70
University or more	16	24	15
OCCUPATION			
Professional/Executive	19	21	19
Sales/Clerical	14	18	14
Labour	21	19	22
Other	44	39	43
Not stated	2	3	2

TABLE 14
(CONTINUED)

PROFILE OF THOSE WHO ESTIMATE PROVINCE'S PROPORTION OF ANGLO-SAXON WHITES TO BE LESS THAN 50%, AND 50% OR GREATER

	TOTAL (1040)	LESS THAN 50% WHITE ANGLO-SAXON (191)	50% OR GREATER WHITE ANGLO-SAXON (677)
HOUSEHOLD INCOME			
Under $10,000	10	7	10
$10,000 - $14,999	12	13	11
$15,000 - $19,999	11	12	12
$20,000 - $29,999	21	23	22
$30,000 and over	24	27	26
Not stated	22	18	19
UNDERREPRESENTATION OF MINORITY GROUPS IN ADS			
Yes	32	42	33
No	52	50	54
Don't know/Not stated	16	8	13
OVERREPRESENTATION OF MINORITY GROUPS IN ADS			
Yes	10	16	10
No	75	77	78
Don't know/Not stated	15	7	12
JUDGED ACCURACY OF PORTRAYAL IN ADS			
Accurate	35	34	38
Inaccurate	20	31	19
Don't Know/Not stated	25	17	22
Have not seen Ads using Cultural or Racial groups	20	18	21
FUTURE MINORITY GROUPS IN ONTARIO GOVERNMENT ADS			
More members (Total):	24	31	25
(With Increased Spending):	12	17	13
Same number	33	34	34
Fewer members	7	8	7
Don't know/Not stated/Don't Care	36	27	34

CHARACTERISTICS OF THE SAMPLE

	NUMBER	PERCENT
ONTARIO TOTAL	1040	100
Region:		
Toronto	335	32
Metro Outskirts	141	14
Eastern Ontario	199	19
Western Ontario	275	26
Northern Ontario	89	9
Age:		
18 - 29 years	320	31
30 - 49 years	365	35
50 years and over	340	33
Did not state	15	1
Sex:		
Male	520	50
Female	520	50
Occupation:		
Professional/Executive	196	19
Sales/Clerical	147	14
Labour	221	21
Other	459	44
Did not state	17	2
Mother Tongue:		
English	808	78
French	69	7
Other	162	16
Community Size:		
100,000 and over	626	60
10,000 - 100,000	136	13
Under 10,000	277	27
Education:		
Public school or less	162	16
High school	713	69
University	162	16
Did not state	3	*
Income:		
Under $10,000	105	10
$10,000 - $14,999	124	12
$15,000 - $19,999	115	11
$20,000 - $29,999	220	21
$30,000 and up	245	24
Did not state	231	22

Note: Percentages may not add exactly to 100 due to rounding.

*Less than 0.5 percentage points

TO WHICH CULTURAL OR RACIAL GROUP DID YOU OR YOUR ANCESTORS BELONG ON FIRST COMING TO THIS COUNTRY?

	% RESPONDENTS (1040)
Anglo-Saxon: British/Scottish/Irish/Welsh	54
French/French Canadian	11
German/Dutch	8
East European/Slavic/Polish/Croatian/Ukranian	6
Italian	4
Canadian/American	2
East Indian/Pakistani	2
Black/West Indian/Jamaican/Caribbean/Coloured	2
Portugese/Spanish/South American/Latin American	1
Greek/Macedonian	1
Jews	1
North American Indian/Metis	1
Miscellaneous others	3
Don't know/Not stated	4

THE DESIGN OF THE SAMPLE

The Gallup Ontario Omnibus maintains a modified probability sample in all centres over 1,000 in population. A quota sample is used in rural farm and rural non-farm centres. An independent sample of individuals is selected for each survey.

The sampling procedure is designed to produce an approximation of the adult civilian population, 18 years and older, living in Ontario except for those persons in institutions such as prisons or hospitals, or those residing in far Northern regions. Survey data can be applied to this population for the purpose of projecting percentages into numbers of people.

The sample design incorporates stratification by six community size groups, based on the 1976 Census data: cities of 500,000 population and over, those between 100,000 and 500,000, 30,000 to 100,000, 10,000 to 30,000, 1,000 to 10,000 and rural farm and rural non-farm areas.

The population is arrayed in geographic order by community size and within those classifications, by census enumeration areas. Enumeration areas, on the average, contain about 500 to 600 people.

A total of 105 enumeration areas are selected randomly from this array. Within urban centres, a random block sampling procedure is used to select starting points for interviewers. The interviewer is provided with a map of the enumeration area, showing the location of the starting point and is required to follow a specified route in the selection of households. Within the household, the youngest male, 18 years and over, at home at the time of the interview is questioned. If there is no male available, or when the male quota is completed, the youngest available female, 18 years and over is interviewed.

The selection of rural farm and rural non-farm interviewing locations follows the sample design established for urban centres in terms of geographic dispersion and random selection of enumeration areas. Because of the low population density and wide dispersion of households, the random block sampling procedure is replaced by quota sampling based on sex and age.

The design of the Gallup Poll sample has been based on population statistics of the Census of Canada, 1976.

INTERVIEWER
READ ALOUD WORDS
CAPITAL LETTERS

CIRCLE APPROPRIATE NUMBER
OR WRITE ABOVE

GALLUP
WOULD LIKE YOUR OPINION

901-282
FEB/ONT.

SUGGESTED INTRODUCTION: Good day. I'm from the Gallup Organization, and I'd like to talk to you about a few topics of national public opinion and on marketing.

SECTION VII - ASK EVERYONE

1a. What percentage of Ontario's population as a whole would you say is white, and of Anglo-Saxon origin? DO NOT READ LIST

-65
90 - 100%----1
80 - 89%--------2
70 - 79%-----------3
60 - 69%--------------4
50 - 59%-----------------5
LESS THAN 50%----------------6
DON'T KNOW---------------------7

b. What would you say is the largest visible cultural or racial group in this province other than Anglo-Saxon whites?

Which is the second largest group?

And which is the third, the fourth and the fifth largest cultural or racial group?

WRITE IN LARGEST GROUP ON FIRST LINE, SECOND LARGEST ON SECOND LINE AND SO ON UNTIL FIVE GROUPS HAVE BEEN MENTIONED

1. ______________________________ 66 67
2. ______________________________ 68 69
3. ______________________________ 70 71
4. ______________________________ 72 73
5. ______________________________ 74 75

I'd like you to think for a moment about advertising that you see on television, hear on the radio or see in newspapers,magazines or billboards in Ontario.

2a. Do you feel that some cultural and racial groups, other than Anglo-Saxon whites are currently under-represented in advertising in this province?

3

-6
YES-----1--ASK Q.2b
NO--------- 2]
DON'T KNOW--3] --SKIP TO Q.3

IF 'YES' ASK:
b. Which ones do you feel are under-represented? WRITE IN BELOW - MULTI ANSWERS ACCEPTABLE

1. ______________________________ 7 8
2. ______________________________ 9 10
3. ______________________________ 11 12

ASK EVERYONE:
3a. Do you feel that some cultural and racial groups other than Anglo-Saxon whites are currently over-represented in advertising in this province?

-13
YES---------1--ASK Q.3b
NO-------------2]
DON'T KNOW-----3] --SKIP TO Q.4

IF 'YES' ASK:
b. Which ones do you feel are over-represented? WRITE IN BELOW -- MULTI ANSWERS ACCEPTABLE

1. ______________________________ 14 15
2. ______________________________ 16 17
3. ______________________________ 18 19

ASK EVERYONE:
4a. Now, I'd like you to think about the way in which cultural and/or racial groups are portrayed or depicted in advertising in this province. Would you say that current advertising in Ontario presents cultural or racial groups...READ FIRST FOUR ITEMS FROM LIST

-20
Very accurately------1]
Somewhat accurately--2] ---ASK Q.4b
Somewhat inaccurately---3]
Very inaccurately-------4] --ASK Q.4b & 4c
DON'T KNOW-----------------5]
HAVE NOT SEEN ANY ADVERTISING WITH CULTURAL OR RACIAL GROUPS IN IT---6] --SKIP TO Q.5a

UNLESS 'DON'T KNOW' OR 'HAVEN'T SEEN ANY ADVERTISING' ASK:
b. Why do you say that? PROBE FULLY.

______________________________ 21 22
______________________________ 23 24
______________________________ 25 26
____

IF CODE 3 OR 4 CIRCLED IN Q.4a ASK:

c. How do you think one could improve the way in which cultural or racial minorities are presented in advertising? PROBE FULLY

______________________________ 27 28
______________________________ 29 30
______________________________ 31 32
____

ASK EVERYONE:

5a. Now I will ask you a question about the portrayal of cultural or racial groups in Ontario Government advertising and communications in particular.

Some people have suggested that the Ontario government, in its own advertising and communications, should set an example for private sector advertising

With this in mind, do you personally think that advertising by the Ontario Government should include...READ LIST

.33

More members of cultural or racial groups?------------1--GO TO Q.5b & c

The same number of cultural or racial groups as it currently does?------------2 ⎤
Fewer members of cultural and racial groups?---------3 ⎦ --GO TO Q.5b

DON'T KNOW-------------------4
UNCONCERNED/DON'T CARE-------5--SKIP TO Q.6

UNLESS "DON'T KNOW" OR "DON'T CARE" ASK:

b. Why do you say that? PROBE FULLY

______________________________ 34 35

______________________________ 36 37

______________________________ 38 39

____

IF CODE 1 CIRCLED IN Q.5a ASK:

c. Would you feel the same way if including more members of cultural or racial groups meant the Ontario Government would have to spend more money on its advertising? DO NOT READ LIST

-40

YES----------1 ⎤
NO-----------2 ⎥ --GO TO Q.5d
DEPENDS------3 ⎦

DON'T KNOW---------------4 ⎤
UNCONCERNED/DON'T CARE---5 ⎦ -SKIP TO Q.6

UNLESS "DON'T KNOW" OR "DON'T CARE" IN Q.5c ASK:

d. Why do you say that? PROBE FULLY

______________________________ 41 42

______________________________ 43 44

____

______________________________ 45 46

ASK EVERYONE:

6. To which cultural or racial group did you or your ancestors belong on first coming to this country? WRITE IN BELOW (IF RESPONDENT MENTIONS U.S.PROBE FOR PREVIOUS ANCESTORS)

______________________________ 47 48

____

BASIC DATA SECTION: INTERVIEWER: INTRODUCE THIS SECTION AS FOLLOWS: "Now may I ask you a few questions so that I can be sure I am getting the right sample of people in this community?"

MEN: Are you the male head of the household?
WOMEN: Are you the female head of the household?
YES--------1- 63 NO------2

ASK EVERYONE:
Are you employed outside the home full-time, part-time or not at all?
FULL-TIME-----1- 64
PART-TIME--------2
NOT AT ALL-----------3

ASK EVERYONE

What is your marital status? 65-
SINGLE-------1
MARRIED---------2
WID/DIV/SEP---------3

What was the language you first spoke in childhood and still understand? 66-
ENGLISH-----------1
FRENCH---------------2
OTHER(SPECIFY) ______________________ 3

Now for a question on religion. What is your religious preference - Protestant, Roman Catholic or Jewish? 67-
PROTESTANT--------1
JEWISH---------------2
ROMAN CATHOLIC-----------3
OTHER(SPECIFY) ______________________ 4
NO RELIGIOUS PREFERENCE--------------------------5

Which of these was the last school that you attended?
HAND CARD "Q"

Did you graduate from...(LEVEL OF SCHOOLING ATTAINED)?
RECORD BELOW

	SOME 68-	GRADUATED
PUBLIC/GRADE SCHOOL	1	2
SECONDARY SCHOOL	3	4
UNIVERSITY	7	8
POST SECONDARY & NON-UNIVERSITY		
COMMUNITY COLLEGE	5	6
C.E.G.E.P.	5	6
OTHER ______ (SPECIFY)	5	6
NO FORMAL SCHOOLING	9	
REFUSED	0	

What is your occupation?

SPECIFIC JOB: ______________________

TYPE OF COMPANY: ______________________ 69-

CHECK IF: ( ) STUDENT
( ) HOUSEWIFE

OCCUPATION OF HEAD OF FAMILY

SPECIFIC JOB? ______________________

TYPE OF COMPANY? ______________________ x-

How many people, including yourself, are there in this household?
71- 1 2 3 4 5 6 OR MORE

How many would be under 10 years?
72- 0 1 2 3 4 OR MORE

How many would be between 10 & 17 years?
73- 0 1 2 3 4 OR MORE

Are you, yourself a member of a trade union, or is your husband/wife a trade union member? 74-
YES, MYSELF---------1
YES, SPOUSE-------------2
NO---------------------------3

What was the year of your birth? YEAR: ______________ 75/76

RECORD IF: MAN-------1 WOMAN---------2 77-

HAND CARD "R": Which number on this card corresponds to your total annual family income from all sources, before tax deductions? 78-

UNDER $6,000-----------1	$13,000 - $14,999----5
$6,000 - $7,999---------2	$15,000 - $19,999----6
$8,000 - $9,999---------3	$20,000 - $25,999----7
$10,000 - $12,999------4	$30,000 & OVER-------8
	REFUSED------------------9

RECORD IF: 79-
FARM-------------1
RURAL,NON-FARM-------2
URBAN------------------3

TIME INTERVIEW ENDED: ______________

(PLEASE PRINT)

NAME OF RESPONDENT: ______________________ TELEPHONE: ______________

ADDRESS: ______________________ CITY: ______________ PROV: ______________

DATE OF INTERVIEW: ______________________ POSTAL CODE: ______________

I HEREBY ATTEST THAT THIS IS A TRUE AND HONEST INTERVIEW --- INTERVIEWER'S SIGNATURE: ______________________

*** A VALIDATION CHECK WILL BE MADE ON ALL INTERVIEWERS' WORK